IMPROVING STAFF PERFORMANCE

Hiring the best people — and using them effectively — are the watchwords in radio’s new era. Sales trainer Irwin Pollack offers 29 things you can do to get the best out of your staff.

Is it that time of the year already? Not quite, but now’s the best time to get going on your holiday plans. Here’s a format-by-format rundown:

- **AC**: Christmas music poll
- **Adult Alternative**: Holidays in the hot climates
- **CHR**: Cool toys for the kids
- **Country**: Tasty holiday tips
- **NAC/Smooth Jazz**: Promotions with feeling
- **Rock**: The consultants’ view
- **Urban**: Kindness and compassion during the holidays

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**ARBITRON FORMAT SHARES**

**News/Talk Trumps AC’s Lead**

It was a remarkably mild summer across the country ... but, no, this story has nothing to do with the weather. We’re discussing Arbitron here, and aside from noticeable gains in News/Talk and... See Page 15

**Summer ‘97 National Format Trends**

<table>
<thead>
<tr>
<th>Format</th>
<th>Sp ’97</th>
<th>Su ’97</th>
<th>Sp TSL</th>
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<tr>
<td>AC</td>
<td>14.5</td>
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<tr>
<td>(AC)</td>
<td>9.2</td>
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**New Residents Move Into FCC**

**Chairman Kennard, three commissioners sworn in after campaign finance reform delay**

By STEVE WOODRUFF

New Residents Move Into FCC

Chairman Kennard, three commissioners sworn in after campaign finance reform delay

In private ceremony Monday, Michael Powell, Gloria Tristan, Harold Furchgott-Roth, and Chairman William Kennard were sworn in as new Commissioners of the FCC. Joining Susan Ness, the swearing-in followed weeks of delay in a Senate stymied by partisan division on campaign finance reform legislation.

In addition to this larger obstacle, Kennard faced opposition by Sen. Conrad Burns (R-MT) and Jesse Helms (R-NC). Burns was the lone dissenting vote in the 99-to-1 approval of the nominees on October 29. He took issue with their interpretation of the “universal service” fund, which aims to make telephone service available to all.

Meanwhile, according to an EMI Music press release, EMI Recolored Music President Ken Quigley has been tapped to lead a new Capitol Records division in Nashville.

**Quigley To Head Capitol/Nashville**

By Bob Hutton

Capitol/Nashville Exec. VP GM Pat Quigley has been promoted to President/CEO. The move is part of a reorganization at the label driven in part by superstar Garth Brooks, who has been unhappy with the manner in which the previous management team has handled his product.

Meanwhile, according to an EMI Music press release, EMI Recolored Music President Ken Quigley.

**Quigley**
Add Date
11/11

STILL WATERS
(RUN DEEP)

the new single
from the GOLD album STILL WATERS

BeeGees
Cruze Cruises To 'FNX/Boston As PD

Former KTBB/Houston PD Daniel "Cruze" Behling has been named PD at Alternative WFNX/Boston, effective November 17. Cruze, who most recently worked morning drive at KPKN/Houston replaces Bill Glasser, who exited.

"Cruze is a perfect fit for WFNX," GM Andy Kingston stated. "He is an extremely talented programmer and fierce competitor, and he can relate to the lifestyle of our listeners. He will be able to increase our audience while maintaining WFNX's creativity, risk-taking, independent spirit, and commitment to new music."

WFNX parent Phoenix Media Group Director/Broadcast Operations Tim Montgomery told R&R, "Cruze is someone who respects the tradition of WFNX while wanting to help us take it to a new competitive place. He also understands the demands of competing in a Top 10 market at a stand-alone operation. I look forward to working with Cruze, Andy Kingston, and consultant Brian Philips in making WFNX the CRUZE! See Page 30.

Another Double-Digit Jump

Radio ad revenues were up 10% in September compared to the same month last year, according to the RAB. Year-to-date business is up 11%, national spot business risen 16% since the beginning of the year.

Laird Leaps To WGRX/Baltimore As GM

Former WEMR-AM & FM/Tunkhannock (Scranton), PA owner Jeff Laird has been named GM of Shamrock Communications' Country WGRX-FM/Baltimore. He starts December 1 and replaces Roy Deutschman, who resigned in mid-October. "Jeff presents an excellent package to Shamrock," Shamrock VP/East Coast Operations Jim Loftus told R&R. See Page 15.

Kapugi Transfers To KSLZ/St. Louis As PD

WFLZ/Tampa PD Jeff Kapugi has accepted the PD post at Jazar sister KSLZ (Z107-7)/St. Louis, effective November 17. St. Louis had been void of CHR since Emmis flipped WKBQ to Hot AC; the hole was filled October 21 with the new KSLZ.

"Not only am I losing a program director in Tampa, but I'm losing a close friend," remarked Jacob Director/CHR B.J. Harris. "Jeff deserves this opportunity, and St. Louis radio is the beneficiary.

"It's been a great run here in Tampa, but the time has come in my career to accept a new challenge," said Kapugi. "I'm trading in the beaches for a snow blower! I look forward to reintroducing CHR radio to St. Louis at Z107-7 and working with [Jazar/St. Louis] VP/GM Lee Armbruster."

Kapugi/See Page 30

N2K Directs Anger Toward EVP/GM Post

"I feel very fortunate that an executive of Harry's caliber has joined N2KEncoded Music," Ramone said. "As a label, we have experienced rapid growth and progress in our first 10 months. Harry's leadership abilities and solid experience will help N2K build a management structure that will serve our needs."

NOVEMBER 7, 1997

HOW TO REACH US

RADIO & RECORDS INC. / 10100 SANTA MONICA BLVD, 5TH FLOOR, LOS ANGELES, CA 90067

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newsmoon@drronline.com

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jil@rronline.com

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tmcary@drronline.com

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kmusmar@drronline.com

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310-203-9763
maryann@drronline.com

WASHINGTON, DC BUREAU: 202-463-0500
202-463-0422
york@drronline.com

NASHVILLE BUREAU: 615-244-8822
615-248-8655
nelson@drronline.com

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Adult Alternative Albums 103
Ah, fall. The leaves change, the air gets crisper, the birds migrate—it can only mean one thing: time for another Paul Kagan seminar.

Earswhile communications executive and current newsletter publisher Kagan led his annual seminar on radio acquisitions and finance last week in New York. Topics of discussion ranged from radio’s share of the media pie and Justice Department investigations into radio mergers and acquisitions to consolidation in smaller and medium markets and trends in multiples. Panelists of note includ-ed SFX Broadcasting Chairman Robert Silberman, RAB President Gary Fries, Ennis Broadcasting Chairman/CEO Jeffrey Smulyan, broker Gary Stevens, and Cox Radio Presi-dent/CEO Bob Neil.

Snaps from this year’s seminar:

• Fries pointed out at a panel ses-sion that in order to get to the point where radio commands 10% of the advertising pie, the industry must just-ify raising rates by heightening the perception of the industry and its value to advertisers. Fries said radio must build “marketing relationships” akin to corporate sponsors and utilize the findings in RAB’s “Radio Gets Results” survey, which highlights ad-verising success stories.

• Panelist/Strategic Media Research Chairman Kurt Hansen took issue with the methodology of the RAB survey, telling R&R that it did not find a unique benefit for radio to pubs, such as its targetability.

• After what Kagan described as “the DOJ scare of last year”, it is clear that radio has “learned to work with [Justice], despite a lot of saber rattling at first,” according to panelist Tim O’Rourke, a former Bush administration lawyer now with the Washington, DC firm Dow, Lohn & Albertson. “We came to a detente very quickly.”

• O’Rourke noted that most broad-casters are familiar with the way DOJ is looking at deals, but they also know that each deal is looked at differently. likening the process to the way umpires view baseball pitches entering the strike zone. Still, O’Rourke said that DOJ is sure to look at these four as-ppects of a deal when reviewing mar-ket consolidation: revenue share, audience share, demo share (including formats), and signal strength. Look-ing down the road, he believes group operations will get more attention from DOJ as it looks for examples of collusion and price-fixing.

• After the current consolidation fren-zy is over, Jim Shea, President/CEO of Capital subsidiary Atlantic Star Com-

munications, said he expects there to be a round of station trading in markets where groups may not have as strong a presence as they do in others.

• Also speaking on consolidation in small and medium markets, Sunburst Media President John Borders said it is often difficult to move into these areas because of the high-price and multiple expectations of operators there. Saga Communications Presi-dent/CEO Ed Christian added that it’s also hard to find quality sales and management staff in those markets.

• Washington, DC-based commu-nications attorney Lee Shubert said in another session that he has heard that the rules for auctioning broadcast radio spectrum — which the FCC is expected to release next month — may limit auctions for frequencies after July 1 of this year to “window ap-plicants”: those applicants who fall within FCC-imposed deadlines. Shubert said if any comments are filed objecting to this rule, it could take up to another year to finally resolve the auction procedures.

• Peter Rohrbach, also a Washington attorney, said that in the review of broad-cast ownership (which the new commis-sioners are likely to take up in the first quarter of next year), factors such as debts, warrants, and JSAs will be examined, as well as TV-radio and newspaper-radio cross-ownership.

A.I.R. AWARDS

Radio Gathers For March Of Dimes Annual Fundraiser

Members of the radio industry gathered last week to cele-brate the March of Dimes A.I.R. (Achievement In Radio) Awards in Washington and Chicago for the 11th and second shows, respectively.

This year’s A.I.R. events in 14 cities will raise an estimated $500,000. Since the program’s inception in 1986, radio has raised more than $1 million for the foundation against birth defects.

WTOP-AM, which has been Washington’s all-News station for 28 years, stole the show by capturing six important awards, including Best News Series, Best Newscaster, and Best Station Image Promos. Dennis Owens, honored in 1993, 1995, and 1996 for the Best Morning Show, was in the spotlight this year with the Lifetime Achievement Award. A 37-year radio veteran, Owens dedicated 31 of those years to Classical. WQMS-FM/WMJ were honored in 1995 by the A.I.R./See Page 8

Bloomberg

Karmazin-Led TV Group Expects Good Earnings

Westinghouse Electric Corp. Chairman Michael Jordan said last Fri-day that revenue from the company’s television stations are ex-pected to be “pretty good” due to improvement in sales and programming at the CBS Station Group, helmed by Mel Karmazin. Westinghouse spokes-man Kevin Ramundo said R&R that, at press time, third-quarter earnings were expected to be released early next week. Jordan made the remarks in a press conference to announce the launch of “CBS Marketwatch,” a new online business information service.

Dr. Laura Officially Joins Jacor Family

Jacor Communications Inc. (Nasdaq: JCOR) on Monday wrapped up its $71.5 million purchase of the exclusive broadcast rights to the “Dr. Laura Schlessinger Show.” Jacor CEO Randy Michaels said the group would add the three-hour, weekday advice show to its stable. The pro-gram, which airs from Los Angeles, is heard on more than 430 stations in the U.S. and Canada. Along with the advice show, Jacor’s Premiere Net-works also picked up Multiverse Networks LLC, one of the top three inde-pendent network radio sales organizations in the country. In March, Jacor picked up “The Rush Limbaugh Show” and the “Dr. Dean Edell Show” from EFM Media Management, a month after snatching the syndicated “Love Phoness” from Westwood One.

Top Broadcasters Ratings Upped

Clear Channel Communications was raised to “buy” from “hold” by analy-sit Rita Zanella Bension at Gruntal & Co. The 12-month target price is $7.2 per share.

Richard J. Rosenstein, at Goldman, Sachs & Co., on Monday moved Jacor to the “recommend list,” setting the group’s 12-month target price at $6.5 per share. Last week Jacor announced that it would pay $632 million for Nationwide Communications’ 17 outlets in eight markets. Simultaneous-ly, Moody’s assigned Jacor a “B2” rating to the 8.75% of 150 million senior subordinated notes due 2007 and a “B3” rating to the new $1.15 million secured credit facility of Jacor. Jacor stock rose 1/16 to 43.716 on Monday upon word of the recommendation.

Monday, Sinclair Broadcast Group was raised to “buy” from “attractive” by Victor Miller of Bear, Stearns & Co. The six to nine month target price is $4.3 per share. The company’s stock rose 1/32 on Monday to 37 7/8.

Illinois Radio Net Sale Hindered By Court Order

A judge in Whiteside County, IL, entered an order pertaining to Illinois Radio Network’s sale to Communications by LHS Com- munications because of a bankruptcy proceeding involving the network’s former

Continued on Page 6

R&R/Bloomberg Radio Stock Index

This weighted index consists of all publicly traded companies that derive more than 5% of gross revenues from radio advertising.

<table>
<thead>
<tr>
<th>Stock</th>
<th>Change since 4/1 6/30/97</th>
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<tbody>
<tr>
<td>314.423.2964</td>
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</table>
TO ALL DR. LAURA AFFILIATES

Yesterday, Jacor Communications and Premiere Radio Networks closed on the purchase of the Dr. Laura Schlessinger Program. Accordingly, our responsibilities as the exclusive affiliate relations organization for Dr. Laura terminated simultaneously.

I would personally like to thank all of the folks at your station for helping us reach with Dr. Laura heights of success that, when we started our journey in May of 1994, we did not dare dream about. It is because of the excellent work that you and your staff did in your market, localizing, promoting, selling, and believing in the Dr. Laura Program that she achieved more than any female broadcaster in the history of radio.

It is also because of the personal relationship that developed during the last 3 years between your staff and the folks at Radio Today that we all succeeded. Ramona Rideout, Vincent Badolato, Bill Russell, Butch Clark, Tom Shovan, and the entire staff at Radio Today extend their best wishes to you.

With many of you, Radio Today continues a relationship with either your station or perhaps a sister station on other programs and services. Certainly, I look forward to bringing new programs, services and ideas to you in the future, and I look forward to the next chapter in our relationship.

Finally, I would like to extend a heartfelt congratulations to Dr. Laura and her husband Lew, and wish them the best.

Warmest Regards,

Geoff Rich
President
TRANSACTIONS

Madifide Se Multiplicar A Cuatro En Puerto Rico

Terrestrial deal tops honors in slow trading week

Deal Of The Week

WUNO-AM & WFDI-FM/San Juan, PR
PRICE: $11,537,500
TERMS: Asset sale for cash
BUYER: Madifide Inc., headed by President Jesus Soto. Through an affiliate, it owns WNEL-AM & WPRI-FM/San Juan. Phone: (787) 744-3131
SELLER: CenturyFM, Cable Venture
FREQUENCY: 1320 kHz; 95.7 MHz
POWER: 5kw; 50kw at 941 feet
FORMAT: Spanish News/Talk, AC
BROKER: Rumbaut & Co.

Arkansas

KTCS-AM & FM/Port Smith
PRICE: $5.5 million (est.)
TERMS: Asset sale for cash
BUYER: Gulfstar Communications Inc., a wholly owned subsidiary of Capstar Broadcasting Partners, headed by Gulfstar President John Cullen. It owns KWHN-AM, KMAQ-FM & KZ6B-AM/Food Smith. Phone: (512) 404-6840
SELLER: Big Chief Broadcasting Co., headed by President Bill Harper. Phone: (501) 664-6156
FREQUENCY: 1410 kHz; 95.9 MHz
POWER: 1kw; 100kw at 1919 feet
FORMAT: Country
BROKER: John Barger

Illinois

WSBC-AM/Chicago
PRICE: $5.55 million
TERMS: Asset sale for cash
BUYER: Newswest Corp., headed by President Fred Eychaner
SELLER: WSBC Broadcasting LLC, headed by President Daniel Lee. Phone: (708) 509-8000
FREQUENCY: 1240 kHz
POWER: 1kw
FORMAT: Ethnics/Misc.
BROKER: Bergner & Co.
COMMENT: This frequency is shared with WCGR and WEGC, which also provide ethnic programming

Indiana

WHIT-AM & WWXP-FM/Anderson (Indianapolis)
PRICE: $5.5 million
TERMS: Asset sale for cash
BUYER: The Moody Bible Institute, headed by President Joseph Street. Phone: (312) 329-4438
SELLER: Anderson Radio, G.P., headed by President Gary Todd. Phone: (317) 644-1255
FREQUENCY: 1470 kHz; 97.9 MHz
POWER: 1kw/day/05 watts night; 50kw at 489 feet
FORMAT: Nostalgia
BROKER: Mitt Younts of Media Services Group

KLIK-AM & KXTY-FM/ Jefferson City
PRICE: $6,625,000
TERMS: Asset sale for cash
BUYER: Zimmer Radio Group, headed by President Jerry Zimmer. It owns KWOS-AM & KUMO-FM/ Jefferson City. Phone: (573) 325-6291
SELLER: Bill Media, headed by President Alan Brill. Phone: (812) 423-6200
FREQUENCY: 900 kHz; 105.9 MHz
POWER: 5kw day/500 watts night; 100kw at 1250 feet
FORMAT: Country
BROKER: Bill Lyte of Media Services Group

KPSA-AM & KNMZ (FM CP) /Alamogordo & KPSA-FM/La Luz
PRICE: $450,000
TERMS: Asset and construction permit sale for $200,000 cash and a seven-year, $250,000 promissory note at 9.25% interest
BUYER: LuRune Broadcasting Systems LLC, headed by President Philip Runnells. Phone: (505) 622-0290
SELLER: Western Bank, headed by cashier Bret Mills. Phone: (505) 434-1700

KPSA-AM/Indianapolis
PRICE: $1.5 million (est.)
TERMS: Asset sale for cash
BUYER: KFCA-AM/Indy Packet, LLC, headed by President Fred Eychaner
SELLER: Jefferson City Media Group, LLC, headed by President Joe Stowell. Phone: (312) 329-4438
FREQUENCY: 1320 kHz; 99.9 MHz
POWER: 50kw at 492 feet
FORMAT: Country
BROKER: Mitt Younts of Media Services Group

Maytag Selects Radio As Medium Of Choice

The Greeley, Colo., company, maker of refrigerators and washing machines, is building a radio campaign to coincide with its Week's Top Ten Series, a radio-industry promotion that takes place the week prior to June's National Association of Broadcasters show.

'Tee Time Of Your Life'

The campaign kicks off with a one-minute spot produced by Chicago's WGN-AM, which will air on the company's network. The campaign will also include a series of spots on other stations in the company's network, as well as on Select Communications-owned stations.

Bloomberg

Emmis Wins Hungarian Frequency

In a press conference Monday, Hungary’s National Radio and Television Commission (ORTI) announced that Hungary Radio, a consortium that includes Emmis Broadcasting International and Hungary’s K&H Bank, was granted one of two licences that had been bid upon by various groups for more than two months. Emmis’ winning bid of 4 billion forints (US$20 million) beat out Clear Channel International, among other entities. Emmis International President Marty Greenberg told R&R that the group has not decided what format the station will take on; he said it will be on the air by February 1. The licence for the frequency is good for seven years. Greenberg said Emmis has plans to expand further in Europe.

Clear Channel Takes Eastern Turn

While Clear Channel might not have been granted a licence to manage outlets in Hungary, the company has set its sights on expansion into Asia and expects to secure a deal to manage LMA a Chinese station. Similar to an American LMA, Clear Channel would "manage the station without putting its capital at risk," CFO Houston Lane said. Last week, Clear Channel announced its agreement to acquire the outdoor advertising operation Universal Outdoor Holdings, which also has a small presence in China.

Susquehanna, CBC Petition FCC

Susquehanna, a Pennsylvania radio and children's broadcasting Corp. filed comments last week in a proceeding to determine whether or not the commission should be allowed to preempt state and local zoning ordinances that slow the construction of broadcast facilities. Both companies pointed out that the rapid buildout for digital television will force many radio facilities currently housed on television towers to relocate or collocate their antennas. The petitioners asked that preemption rights be granted to both companies, as well as to local and state governments for resolution of TV issues by appearance.
From B96 in Chicago to The Beat in Los Angeles, from KDWB/Minneapolis to MTV/Music Television, STAR is America's leading program of ongoing music and perceptual research. For a 1998 research proposal for your station, call Kurt Hanson at Strategic Media Research.

1-800-777-8877
**EARNINGS**

**SFX Official 3Q: Highest Cash Flow Ever**

SFX's third-quarter net revenue from radio grew 72% to $78.1 million. Total net revenue from radio and concert promotion combined vaulted 171% to $122.9 million, with total cash flow rocketing 139% to $40.6 million. Revenue and cash flow at this time last year were $45.3 and $17 million, respectively. Broadcast cash flow totalled $73.1 million, 133% over 1996 figures of $31.4 million. 1997 operating cash flow increased 140% to $38.1 million compared to 1996 figures of $15.3 million. "We will be having fun going to concerts and sitting in the sun," SFX Exec. Chairman Robert Silverman teased radio group heads during a panel session about consolidation at the Paul Kagan seminar last week.

A. B. Michael Mobile Satellite's third-quarter net revenues soared 124% to $6.5 million, from $2.5 million for the same period in '96, and 12% from $5 million in the preceding quarter. Total revenues jumped to $10.6 million from $7.4 million in Q3 '96. AMS reported a EBITDA loss of just $9.4 million, down from $16.4 million a year ago and $10.6 million for 1997's second quarter. Reduced losses and careful cash management resulted in a limited increase in bank debt during the quarter.

Total revenues for Sinclair Broadcast Group increased to $124.7 million for the third quarter, a 13.1% increase from the same period last year. 1998's Q3 revenues were $110.3 million. Broadcast cash flow for the quarter grew 19.1% to $57.3 million, after taking into account timing lags for payments relating to the company's 1996 acquisitions. After-tax cash flow rose 100% to 54 cents per share in the third quarter; the company reduced its total debt to $393 million from $1.17 billion thanks to a 7.8 million-share stock issuance.

**Bloomberg**

**BUSINESS BRIEFS**

Continued from Page 6

**Religious Broadcasters, ASCAP Reach Compromise**

On Thursday (10/9), the National Religious Broadcasters' Music Licensing Committee (NRBMLC) brokered a deal with performing rights organization ASCAP wherein NRBR would get what it perceives to be a more equitable per-program license, in turn which would drop its opposition to legislation sponsored by Rep. Howard Coble (R-NC) that would overturn the 9th Circuit Court's "La Cienega" decision. This case put certain material recorded before 1978 into the public domain. NRBR member stations will receive a reduction in "base" licensing of incidental music in bridges, bumpers, and commercial fiat ("scoring of full-length songs) fees. Both ASCAP and NRBMLC hailed the deal as a fair compromise. NRBMLC Exec. VP Russell Haught told RBR that the contract is good for five years, with an option to extend it another five. The committee is still negotiating an agreement with BMI.

**Guilstar Acquires Ft. Smith, AR Duo**

Capstar subsidiary Guilstar Communications will purchase Country duo KTCS-AM & FM. Smith from the Harper family's Big Chief Broadcasting for an undisclosed sum. The purchase gives Guilstar five properties in the market, where it already owns Talk KWHO-AM, Country KMARK-FM, and Alternative KZBB-FM. Additionally, Guilstar will now control Ft. Smith's two largest Country stations, which obtained a combined share of 31.8 in the Spring '97 Arbitron.

**Jefferon-Pilot Declares Dividend**

The board of directors has approved a quarterly cash dividend of 40 cents per share to be paid on March 5, 1998 to shareholders on record as of February 13, 1998. It owns 17 stations in five markets. Meanwhile, Schroder & Co. downgraded Jefferson-Pilot from "outperform" to "perform in line" by analyst Andrew Kligerman.

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- High profile celebrities
- Instant loyal audience
- Quality programming
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Lorianne Crook & Charlie Chase
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**RADIO BUSINESS**

**WASHINGTON, DC**

- Best Newscaster - WTOP-AM Bob Madigan and Debbie Feinstein
- Spot News Coverage - WTOP-AM Paul Wagner, Kristi King, Bob Marbourg, Debbie Feinstein, Bob Madigan, Dave McConnell, Kate Ryan, Mike Meeney, "Anthrax Scare"
- News Series - WTOP-AM, News Staff, "Voting With Their Feet"
- Sports Reporter - WTOP-AM, Dave Johnson
- Traffic Reporter - Metro Net, Beverly Farmer, "A River Runs Through It"
- Long-Form News Interview - WMAL-AM, Fred Halden, Tim Brant, Andy Parks, Dan Lanoka, "Mark Famman Interview"
- Short-Form News Interview - WMAL-AM, Chris Core, Brooke Stevens, "Family Survivors Unite" Long-Form Entertainment Interview - WBG-FM, Goldy, Hal Blaine, "The World's Most Recorded Musician"
- Short-Form Entertainment Interview - WWZ-FM, L.A. Reid, "En Vogue Interview"
- On-Air Promotion - WPHS-FM, Dave Marsh, Robert Benjamin, Shari Elliker, Tom Perry, Keith Embank, "HITS'1998 Explorer"
- Afternoon Drive Show - WQX-FM, Lou Katz, "The L-Dou-Dee-OH Show"
- Midday Drive Show - WQX-FM, Celeste Clark, "Celeste Clark's Ai-Work Network"
- Evening Drive Show - WQSMS-FM, James Bartet, "The James Bartet Show"
- New Talent in the Market - WMAL-AM, Chip Franklin, Andrea Perry, "The Chip Franklin Show"

- Talk Show Host - WPWC-AM, Robin Breeden, Monique Oliver, "Expansion With Robin Breeden"
- Chicago - Best Newscaster - Shadow Broadcast Services, Susan Carlson
- Spot News Coverage - WMQ-AM, "Palwaukee Plane Crash"
- News Series - WBBM-FM, "The Givers"
- Sportscasters, Reporter or Anchor - WSCR-AM, Dan Bernstein
- Sports Talk Show - WSCR-AM, Dan Jiggetts and Mike North, "Monsters of the Midway"
- Humorous Commercial - BBOE, "Dominick's Fresh Reports"
- Advertising Campaign - WMVP-AM, "Michael's Glass & Mirrors"
- Station-sponsored Community Event - WJMK-FM, "Toy Drive Marathon"
- On-Air Promotion - WLUP-FM, The Loop, "Loop Dreams"
- Morning Talent - WJMK-FM, John Records Landecker
- Midday Talent - WSCR-AM, Dan Jiggetts and Mike North
- Afternoon Talent - WLS-AM, Roe Conn and Gary Meiter
- Evening or Overnight Talent - WPNT-AM, Scott Childers

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Bloomington Broadcasting's WQUT-FM and WLAV-FM switched from auditorium music testing to the Living Room Music Test and finished with a powerful 1-2 punch! According to the Spring '97 Arbitron®, WQUT and WLAV are the two highest rated Classic Rock stations in the country.

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WQUT-FM, Johnson City

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Tony Gates, GM and Bart Brandmiller, GM WLAV-FM, Grand Rapids

"Our radio station is up five books in a row and we have taken over the number one spot in the market. The Living Room Music Test helped us reach the listeners who made a difference in the ratings."

Kelly Music Research... Nothing Else!

Call Tom Kelly 610.446.0318
'Twas The Plight Before Christmas

'Twas Thanksgiving weekend and all through the place,
There was nobody working and plenty of space.
The liners were nestled, each snug in its tray,
With hopes the all-night guy would pick the right day.
And Christmas tunes piled on the desk and the floor,
Meant time once again for that holiday chore.

The MD in his t-shirt and I in my cap,
Had just settled in to start scheduling this, ah, stuff.
When there on the hard drive there arose such a din,
I had serious doubts about logging in!
When what to my wondering eyes should appear,
But the MusicMaster logo. We had nothing to fear!

More rabid than beagles the music logs came,
And we whistled and shouted and called them by name;
"Add Brenda! Add Elvis! Add Bowie and Bing!"
"Add Kenny! Add Tesch!" (Thank God he can't sing.)
It spoke not a word, but went straight to its work.
It even agreed your SM is a jerk!

As I rose from my chair and was turning around,
Down the hallway Saint Nicholas came with a bound!
His droll little mouth was drawn up like a bow,
And the beard on his chin was as black as the snow!
With broad face and round belly he looked rather queer.
"Wait a minute! That's not Santa! It's some engineer!"

A wink of his eye and a twist of his head,
Soon gave me to know a cart deck was dead.
Then, back to my office where I learned with delight,
The project was finished! "Let's call it a night!"
But I thought I heard voices as I went to shut down.
"Your music is scheduled. Now, get out of town!"
Work Bumps Becker To Nat'l Dir./Promo

The Work Group has elevated Michael Becker to National Director/Promotion. Based in Los Angeles, he reports to Sr. VP/Promotion, Burt Baumgarten.

Becker most recently was Regional Promotion Manager, a post he's held since 1995. He joined Sony Music in 1989 as Columbia Records' Manager/Dance Promotion and was appointed Associate Director/Dance Promotion in 1990. In 1992, he was named Regional Promotion Manager for Chois Recordings.

After starting his music industry career as Promotion/A&R Coordinator for RCA Records in 1985, he worked with Motown Records as National Director/Dance Promotion between 1988-89.

'X' Marks Moschitta As Pittsburgh PD

WQXA/Harrisburg PD John Moschitta has been appointed PD at Alternative WXDX/Pittsburgh.

Moschitta replaces Ali Castellini, who will concentrate on her midday/afternoon responsibilities.

Moschitta told R&R, “After speaking with [WXDX GM] Bob Roof, SFX’s Buddy Scott, and consultant [Jacobs Media’s] Tom Carolone, I recognized that this was too good of an opportunity to pass up. The ‘X’ is a very good station now, and I hope to be able to help it continue its growth in the Pittsburgh marketplace.”

Moschitta will begin his duties at WXDX on November 17. Prior to WXDX, Moschitta was in the programming department at WHTZ (Z100)/New York. No replacement for him at WQXA had been named at press time.

Mercury Flips For Abdul

Number One ’80s gal Paula Abdul is on the verge of a comeback. Inking a fresh contract with Mercury, she’s busy working on a new album due out in the spring of ’98. Celebrating the new addition to the Mercury “family,” are: (l-r) Abdul’s attorney Heath Kudler; Brad Beckerman, Mercury Sr VP Business & Legal Affairs Julie Swonder, Sr VP/A&R Bruce Carlone, Sr VP/P&B Mktg. Promotions Wayman Jones; Abdul; Mercury Exec VP/GM David Leach, and Group Chairman Danny Goldberg.

Rose Heads DreamWorks/Nash. Sales/Mktg. 

Former Capital/Nashville VP/Sales, John Rose has been appointed head of sales and marketing at DreamWorks/Nashville. Although the label does not use staff titles, Rose’s new post is “equivalent to the position of Sr. VP.”

“Johnny Rose has a unique talent for creatively and aggressively marketing our music,” DreamWorks/Nashville chief James Stroud noted. “We are extremely fortunate to have him as part of our DreamWorks team.”

Rose spent 13 years with Western Merchandisers prior to joining MCA/Nashville in 1993 as Director/Catalog Development & Inventory Management. He moved to Capitol/Nashville in 1995.

Rose said, “The talent, experience, and energy at DreamWorks/Nashville, supported by the leadership and strengths of our parent company and Universal Music and Video Distribution, create a real sense of optimism and excitement about the future.”

Adams Appointed PD At WTAE/Pittsburgh

Ron Adams has been tapped as PD at Talk WTAE-AM/Pittsburgh.

He’s been handling interim PD duties since Bruce Gilber left to program Sports TKC/ Dallas.

“After looking at applications and resumes from all around the country, it gives me satisfaction to announce Ron Adams’ appointment,” stated WTAE, WJJF-FM & WYTY-FM VP/GM Frank Iorio. “We are pleased to have the opportunity to promote someone from within — Ron has done an outstanding job of handling the AM programming duties.”

“I’ve been interim PD since August, so I feel there will be a smooth transition with the talk hosts and the radio staff,” said Adams, who also served as WTAE Program Coordinator for three years. Prior to joining the station in 1991, Adams programmed WJJF-AM & WSZ-AM/Greensburg, PA and WMJ & WLLJ/State College, PA. He also was on-air at Pittsburgh stations WDSY-FM and WMYG-FM.

UPDATE

Three Condensed Markets Join Fall ‘97 Arbitron 

Arbitron has added three new condensed markets to its ratings surveys, commencing this fall: Ft. Collins-Greeley, CO (No. 135); Lewiston-Auburn, ME (No. 252); and Cookeville, TN (No. 258). The Ft. Collins-Greeley market consists of 286,000 12+ listeners, while Lewiston-Auburn contains 86,000 and Cookeville comprises 74,000. The additional markets bring Arbitron’s total number of rated markets to 269.

“Radio is an increasingly more vital medium for advertisers,” Arbitron Radio GM Pierre Bouvard said. “Arbitron is proud of the role it plays in contributing toward the growth of the radio industry by providing reliable audience estimate information for decision-makers in these new markets.”

For the Ft. Collins-Greeley market, stations have “finally been given credit where credit is due,” KCOL-AM, KGGL-FM & KPNW-FM GM Stu Haskell told R&R. “It’s great that we’ve been given our own identity. The proximity of Northern Colorado to Denver has always been a little tough in terms of separating ourselves from their stations. It’s a credit to the overall landscape.” Seven AMs and seven FMs broadcast in the Ft. Collins-Greeley market.

Paxson Shifts Hoker From Radio To TV

Paxson Communications Corp. has transferred President/Radio Group Jay Hoker to President/Television Stations. The move follows Paxson’s August sale of its 46 radio stations to Clear Channel Communications for $633 million. Clear Channel has already begun to LMA select Paxson stations, and the sale is expected to close in late November or early December.

Hoker’s industry experience includes 27 years operating and owning properties, including 11 years with ABC. He will be responsible for all television operations, a network consisting of 62 stations.

Jackson

Continued from Page 1

ranging relationships in the music community,” Goldberg said. “His expertise in films is timely, in light of the enormous significance of visual imagery in the contemporary pop and R&B business. George will quickly emerge as one of the brightest lights of the modern music business.”

Jackson noted, “I have always been inspired by the entrepreneurial brilliance of Berry Gordy Jr., the legacy of Motown, and the classic foundation it was built upon. I look forward to the challenge of re-establishing Motown as an aggressive player in today’s competitive creative environment.”

Before joining Motown, Jackson was a partner at the production/management company Elephant Walk Entertainment, which he formed in 1996 with Doug McHenry and Rob Lee. Prior to that, he was Chairman of Jackson-McHenry Entertainment, a music-oriented film production company he co-founded with McHenry in 1985. He also served as Exec. VP/Production for Richard Pryor’s production company, Indigo, at Columbia Pictures between 1984-86.
on-music programming grows more important every day, and R&R's commitment to Talk Radio continues with the R&R Talk Radio Seminar '98. This is an excellent opportunity for general managers, program directors, and producers to increase their success with the Talk Radio format. Keynote speakers and concurrent sessions will address the broad spectrum of issues which currently confront Talk Radio: from increasing the bottom line to the challenges of managing talent, from today's ownership consolidation to tomorrow's technological advances, and much more. Fill out the forms below and mail or fax them to our Los Angeles office. REGISTER TODAY!

Seminar Registration

INFORMATION

FAX BACK THIS FORM TO (310)203-8450 OR MAIL TO:
R&R Talk Radio Seminar
10100 Santa Monica Blvd., 5th Floor
Los Angeles, CA 90067-4004

Please print carefully or type in the form below. Full payment must accompany registration form. Please include separate forms for each registration. Photocopies are acceptable.

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Name ____________________________________________
Date ____________________________
Call Letters/Company Name ________________________________
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Telephone # ____________________________ Fax # ____________________________

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BEFORE JANUARY 23, 1998 $350
AFTER JANUARY 24, 1998 $400
ON-SITE REGISTRATION $450

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Type of Room  No. of Rooms  Convention Rates

Single (1 person)  $149 / night
Double (2 people)  $169 / night
Regency Suite  $475-1500 / night

The Grand Hyatt is located in the heart of downtown Washington, DC, just minutes from the Convention Center and Library of Congress. The hotel provides easy access to the nation's Capital and its many sites. The hotel is situated just minutes from the Convention Center and Library of Congress, and just a short walk from the White House and Supreme Court.

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Non-Smoking Room Requested [ ]
National Radio

USA RADIO NETWORK has launched a new call-in, news-based program called “USA @ Night,” hosted by Gary Nolan between 1am - 5am ET. CBS-owned KFRL-AM/Dallas and Clear Channel-owned KPPR/Houston are among the first affiliates. For more information, please call (972) 484-3900, ext.138.

SW SATELLITE has announced the following bookings for the upcoming week:
November 10: actors Ving Rhames & Darius McCrary on their HBO movie, Don King - Only in America; Ozzy Osborne November 11: Jenny Jones; Anne Roach.

for more information, please call (212) 833-7200.

KRIS STEVENS ENTERPRISES has unveiled three updated and digitally recorded holiday specials: “The Magic Of Christmas,” “Christmas In The Air” and “Christmas In The Country.” Each is 12 hours long, with music of specific formats (past & present hits, Soft Rock/AC, and Country, respectively) as well as interviews, features, and comedic vignettes. For

PROS ON THE LOOSE

Bill Knight — PD WRMR/FM Pittsburgh (412) 482-9018
Jason Meyerson — Creative Services Dir. KCGB-AM, KHJCFM & K-JIM/FM/Tucson (520) 615-6882
Peg Polland — MD KILO/Columbia Springs, CO (719) 630-6620
Jimmy Rabbitt — Evenings ABC Radio Networks “Pure Gold” (903) 590-7677
Ray Sherman — Mornings KJWZ-FM/Muskegon, MI (616) 361-5090
Glen Stacey — Afternoon drive WXXP/Wikies Barre (717) 369-0794

Harry Hill — Chicago

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WESTWOOD ONE has announced its guest lineup for “Celebrity Connection” for the upcoming week:
November 7: Stacy Keach November 10: Ken Shug, Will Ferrell & Anna Gaskar (SML) November 12: Jerry Boys For more information, please call (212) 641-2177.

national Radio formats

ABC RADIO NETWORKS
Robert Hall (214) 991-9200
Starstation — Peter Stewart
WARM CAREY Buttery
Hot AC — Gary Lehigh
She’s Moving Ahead All The Rules
Classic Rock — Chris Miller
Led Zeppelin ‘The Girl I Love’
John Mellencamp Without Expression

ALTERNATIVE PROGRAMMING
Steve Knoll (800) 231-2818
Rock
LINE Juditha
MAKING THE FIST
ROLLING STONES Flip The Switch
YES Open Your Eyes
Cliff/Hot AC
FIORI Apparel
HANSON ‘I’ll Come To You
LISA LISA & NINE STORIES I Do
MILLER Lite Thru Monday
Mainstream AC
PAUL CARRACK Every Time That We
HANSON ‘I Will Come To You
THIRD EYE BLIND How’s It Going To Be
Lite AC
BILL ASE, Hey Girl
BAC
CINDI RENOIS American Landscape
CANDI DOFFER For The Love Of You
AARON WESTLEY To Make Me Who I Am
UC
WABASH CAREY Butterfly
CHANGING FACES Again Of My Days
ANGIE STONE And DEVOX CHANGING
XSPAN Let’s Do It Again

broadcast programming

Walter Powers (800) 425-9082
Digital AC — Casey Keating
BETH MELDEN CHAPMAN Sand And Water
Hot AC — Casey Keating
THIRD EYE BLIND News It’s Going To Be
Digital Soft AC — Mike Bettelli
BILLY JOEL, Hey Girl
Digital AC Mix — Mike Bettelli
PETER CITRIN And YET You In The Inspiration

Delilah — Mike Bettelli
BETH MELDEN CHAPMAN Sand And Water
Alternative — Teresa Cook
C. LOVE & SPECIAL SINGE Shopping Shoes
LOVE SPOT! LOVE Fm On Nunc
RADIODJ-KARMA Pukka
THIRD EYE BLIND News It’s Going To Be

JONES RADIO NETWORK
Phil Barry (303) 784-8700
Adult Hit Radio — JJ McKay
SCARLET GARDEN Truly, Deeply
SUNSET Supernova
Soft Hits Rick Brady
NICHOL KOLVIN The Beat Of Life

WESTWOOD ONE RADIO NETWORK
Charlie Cook (605) 284-9000
Soft AC — Andy Fuller
TONI BRAXTON WEENIE How Could A Angel
Hot AC — Bill Michaels
SARAH MCLACHLAN Sweet Surrender
Adult Rock Roll — Jeff Gunner
LED ZEPPELIN ‘The Girl I Love’

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November 7, 1997 RAR 13
Who has the best Digital System for groups?

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E-mail: sales@prophetsys.com
Cutlasses and cannons may have been the late 18th-century weapons of choice for combating pirates, but in today's world, at least on the broadcasting front, it's forfeitures and injunctions.

In August, the U.S. District Court for the Middle District of Florida, Tampa Division, upheld the FCC's constitutional right to seize the equipment of a pirate radio broadcaster in Lutz, FL, which the commission does using a proceeding called in rem. In September, the U.S. District Court in Minnesota upheld the right of the FCC to hold an appeal of the seizure of the equipment of "Beat Radio" in the federal court of appeals in Washington. Also last month, the commission, assisted by U.S. Marshals, seized the equipment of "Community Power Radio" in Sacramento, when residents complained that it was interfering with nearby signals. Two weeks ago, the commission terminated the operation of "Rugby Radio," which was broadcasting operations disrupting tower communications at Miami International Airport and West Palm Beach International Airport.

Reasons For The Crackdown

The recent crackdown on pirate radio is a bit of an anomaly. Magalie Salas, chief of the Compliance Division of the Commission's Compliance and Information Bureau, which coordinates the seize of equipment with U.S. Attorney offices, told R&R that the crackdown is "a rare action (issuing forfeitures and/or seizing equipment) against only about 10 micropower broadcasters per year."

In June, the NAB put some wind in the commission's sails when its radio board began lobbying for federal enforcement against pirate broad- casters. This came on the heels of a complaint filed with the FCC by the Michigan Broadcasters Association citing a welshing of pirate activity in that market, which led to the termination of several micropower operations. After the shutdown of the Florida operations, NAB President Eddie Fritts praised the FCC, saying, "We are delighted that the federal authorities have stepped up enforcement against pirate radio stations."

Why is the nation's largest broadcast- cast association suddenly concerned about a problem that only affects a handful of commercial stations per year? NAB spokesman Dennis Wharton pointed out that these stations are usually disrupting the sig- nals of licensed broadcasters. The problems are typically the result of the pirating of a pirate operation in New Jersey — for which Fritts also commended the FCC — may have also influ- enced his perspective.

Sal DeRegotis — who called himself "Sal Anthony" on-air — was broadcasting without a license at 104.7 MHz in Howell Township, NJ, according to Assistant Attorney General for New Jersey Michael Chagares, who worked with the FCC to nail DeRegotis. After receiving complaints from New Jersey Broadcast- ing that the pirate operation was interfering with a station on 104.7, WZUJ-FM/Monmouth Ocean, NJ and News/Talk WHR-AM, in Seaside Heights, Point Pleasant, NJ, he was advertising his station on a local billboard, calling it "Oldies 104.7," and setting up spot advertising as well.

Desegregating The Airwaves

Pirate broadcaster Alan Freed told R&R that his Beat Radio will appeal its case. It's "basically the Rock Parks of Radio," he said. "When he was left for the government back in the 1950s to say, 'You're black, you sit in the back of the bus.' It didn't make it make morally or ethically?'

His beef is with the FCC's decision in 1978 to set 100 watts as the minimum power an FM station can legally be licensed to broadcast. Prior to that ruling, the class D li- cense allowed micropower broad- casters to transmit at as low as 10 watts, "but they mainly have no prob- lems with being licensed," said Freed. "We'd prefer to be licensed — we'd like to play by the rules.

The New Jersey-based propriété broadcasting, which is National Radio, which — according to him, wanted to clean up the noncommercial band — for- mal charge of the class D license. Bob Ralchife, an attorney with the Mass Media Bureau, told R&R that he was not aware of any impact by the pucaster upon the ruling, but that FCC engineers had indeed determined that licensing stations below 100 watts would not be an effective use of spectrum.

Why break the rules to begin with? Freed says Beat Radio was forced into the market: dance music. So, in June, 1996, the broadcasters set up shop on a lot in Howell. It had previously been used as an FM translator sta- tion, broadcasting at 100 watts at 10 feet. All was going well for about a month, with Beat Radio's simulcast in Roches- ter, MN, broadcasting at 97.5, filed a complaint with the FCC, alleging that Beat Radio was interfering with the station's coverage in the Minne- apolis market. Because it was oper- ating at such low power height, and because of the hilly terrain sur-

rounding Beat Radio, Freed said, "There was no way we were interfering with KNXR outside their ser- vice area."

KNXR GM Tom Jones told R&R that the letters he sent to the FCC from listeners voicing complaints about interference show otherwise. He said that on September 4, he ordered the 97.7 translator off the air a month before Beat Radio began broadcasting for interfering with KNXR. Jones said that if Freed has an is- sue with the commission's licensing parameters, the proper approach through would be to file a petition for rulemaking, not interfere with li- censed signals.

Viva Dunfer

Perhaps the most notorious pirate case in recent years is that of "California's own" Richard Dunfer and "Free Ra- dio Berkeley." In December, 1995, the FCC filed a motion in the U.S. Dis- trict Court in San Francisco for sum- marily judgment on a permanent in- junction to shut down the operation. The following April, attorneys for Free Radio Berkeley requested a dis- missal appearred before the court in hear- ing on the judgment.

To date, Judge Claudia Wilken has not made a decision as to whether Free Ra- dio Berkeley and representatives of the commission feel that she is sym- pathetic to the pirates' cause, and will probably deny the motion. If so, the FCC will likely appeal the decision in the Ninth Circuit Court of Appeals, which can then either overrule the case or order it to Wilken for a trial.

Meanwhile, it's pirate business as usual for Dunfer, who conducts workshops around the country that instruct people on how to set up their own inexpensive broadcast operations. He also sells mi- cropower transmitter kits through his web site (www.freeradio.org), where he boldly flaunts his status as agitator. "As an instrument of global corporate neo-feudalism, [the FCC] seeks total social control and fealty," he says. "Promoting racism, sexism, class division, patriarchy, addiction, and violence, this media monopoly lives at the virtual address located on the corner of divide and conquer."

Changes

Continued from Page 13

Rocks KEGB/Minneapolis middayer K.T. and nighttimer Wesseal swap shifts — WBTB/Tampa welcomes Matt Logan for afternoons from WDX/Philadelphia, replacing Scott Ledger. "XBT night host Ron Michaels joins sister station WYNY/ Syracuse for afternoons and interim PD duties... KRQX/Sacramento ups partnter Chris Rice to Creative Ser- vices Director/overnights. the station also has a new add line: (916) 339- 7050... KRQX/McAllen-Browns- ville has a new area code: 956...

WAXM/Huntington, WV promotes middayer Bob Ball to Promotion Director... WXRX/Rockford, IL welcomes new morning side kick -- Alex Rytowicz... KSU/Cusniano... WCLG/Morgantown, WV welcomes Chris Robbins for nights... W257DDER goes from WZZK/Quincy, IL... WKG/ Binghamton's new address is: 3301 Country Club Road, Suite 22/18, Endwell, NY 13706-3456.

National Radio: RockAmerica has moved. Its new address is: 515 Broadway, 5F, New York, NY 10012. New phone and fax are: (800) 666-ROCK and (212) 274-8796, re-

spectively... Public Radio Interna- tional will discontinue its "Rabbit Ears Radio" program, effective Jan- uary 1, PRI's Feed and Web pro- grams through December 31.

Records: Barbara Portera is upped to Associate Dir/Merchandising & Creative Marketing at Island Records, while the label promotes Joe Borrino to Controller... Sony Wonder/SMVA promotes Gary Kahn to VP/Finance & Administration... Paula Krause rises to Assoc. Di/ Business Affairs for Zomba Music Publishing.

Arbitron

Continued from Page 1

CHR/Pops, most formats didn't move much in '97... the only big moves came courtesy of Arbitron's national database, which collectively accounts for listening in all 94 continu- ously measured markets. The .6 increase among News/ Talk/Sports stations comes as no sur- prise, thanks to the World Series. CH/Pop's increase isn't a huge surprise either, and the gains continue to lift the format out of a several-year slump. None of the other formats moved more than .2 in either direction on a book-to-book basis. Additional stats will be revealed in future editions of R&R.
Obtaining Staff Performance That's A Cut Above

Performance tips for changing times

By Irwin Pollack

W

ith multiples going through the roof, one thing is cer-
tainly clear: It's going to be one thing to buy radio sta-
tions, but quite another to operate them profitably.

You’ve probably already realized that getting the job done through good people is the secret. And, if you’re like most, you too have some sort of framed “People Are Our No. 1 Asset” corporate philosophy in your front lobby.

If people are (or need to be) your most important asset, here are 29 suggestions to help you help them achieve higher performance levels.

1. Every staff member has a “hot button” — it’s the manager’s job to find it (and keep on hitting it). It’s a mistake to assume everybody needs to be managed the same way you do.

2. Regularly review current methods and systems of accountability. Ask: Is there discipline for declining standards?

3. Always praise in public, discipline in private.

4. Get and maintain a positive attitude. This is the single biggest step you can take toward your success as a manager.

5. Be known as the person who follows through and gets the job done. Otherwise, you will die on the job.

6. Spend extra time every day making the newest staff members welcome. Remember what it's like to be new.

7. During staff meetings, post (or distribute) the objectives. Tie participants’ expectations into the program.

8. Remember, you can lead the horse to water, but can’t make it drink.

People who are unmotivated are dissatisfied, turn in poor performance, and ultimately leave.

There’s a reason we were given one mouth and two ears: Ask openended questions of individual staff members.

Accountability: You can’t manage what you don’t measure (aka. You can’t expect what you don’t inspect).

Focus on making the team great businesspeople, not great radio people.

Make sure people are learning something every day. Each team member should be “in training” for the next level (traffic for business, air personality for PD, AE for SM, etc.).

Insist on a “one problem equals two solutions” theme for crisis management. Managers spend a lot of time trying to put out fires. If you’re running around trying to solve one problem after another, you create the impression that you’re out of control. Eliminate 50% of the fires by asking someone who comes in with a problem, “What do you think you should do?” Let them know that your door is always open to them, but that you also recognize their own problem-solving abilities. When they come up with their best answer, say, “Excellent idea... go do that.” Then put a sign on your door that reads “One problem — two solutions.”

Learn everybody’s business and personal goals. The more you understand about the whole person, the better you’ll be able to motivate that individual. If they’re not even aware of their personal and business goals, ask them to go home and think about them and then jot them down on a piece of paper for future discussion over breakfast or lunch.

Both you and the department heads should always measure motivation before you hire. No, you can’t predict the future, but you can hedge your bets by using these techniques to gauge effort, creativity, and desire. People who are unmotivated are dissatisfied, turn in poor performance, and ultimately leave.

Kill cancerous attitudes and people before they kill your organization.

Don’t let others place blame. Remind them that every time you point a finger at someone else, you’re pointing three at yourself.

Always be recruiting. Make it an ongoing process, not an event when someone leaves. Push department heads to build a bench. Ask them how else they’ll know what’s out there if they don’t interview.

Coax people toward performing at their best. Keep maximizing potential.

Most problems are people problems, not station problems.

Challenge yourself to be the leader each staff person is talking about 20 years from now. Why would they talk about you? Because you brought something to the table. They realize they became better under your guidance.

Insist on quarterly evaluations of every employee. Not only are people starving for honest input, but you’d be surprised how many people don’t know the areas they need to improve in.

Have a motivating compensation and incentive program. Think outside the box. $25 to the person who produced any spec spot that sells, $100 to the Employee of the Month (station-wide vote), a much higher commission rate for new business the first 90 days of employment, etc.

Demonstrate intense work ethic by your example. Remember: Never expect people to do something you wouldn’t do.

Let the group know that if the station wins, it’s because of the good people. When the group is losing, it’s something you have done wrong. It will show you’re humble.

When getting commitments from individual team members, insist on specific, measurable, attainable, challenging, and time-bound commitments. It’s the only way to make sure we’re all on the same page!

To guard against programming becoming a game, always remind the team that we have two customers: the listener and the advertiser.

Proudly display the company’s motto in the reception area. That way, even competitive stations will have one common goal.

Ask for input on how management can be better. Consider “management evaluations” on a quarterly basis.

Here’s Country’s Seven to Midnight Solution!

Big Stars, Big Listener Involvement!

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Turn on NEON NIGHTS! Turn your night-time to prime time! Call Broadcast Programming now.

By Irwin Pollack

Here’s Country’s Seven to Midnight Solution!
Radio goes to work

But, it's not 9 to 5, it's not all women and it's not chosen by others.

- More than two-thirds of the workforce is already on the job by 8AM, and more people leave work between 4PM and 5PM than any other hour!
- 54% of the workforce is male and 46% is female.
- 61% of at-work listeners choose their own radio station.

Arbitron's At-Work Listening Survey unveils some astounding facts that will impact the way you program your station to this significant daytime audience. We talked to more than a thousand of our diarykeepers across the country to discover who is listening, when they listen, where they listen and how they listen.

Find out how you can maximize your at-work audience. To get your copy of the Arbitron At-Work Listening Study and your At-Work Local Market Profile, call your Arbitron representative.
The Name Of The Game Is Branding

Branding is today's buzzword, and radio is very much a part of it. Although you may not stand out; you become part of the cluster. What can we learn from the big brands? Anyone who's interested in what it takes to stand out — be it personally or as a company, regardless of your position or what facet of business you're in — will embrace and understand the importance of branding.

Radio isn't the only industry preoccupied with acquisition in 1997. In 1996, merger and acquisitions reached record levels in all industries. Don't be fooled by the frenzy on the acquisition side of the spectrum though. The real action is at the other end: getting the chance to become a free agent in an economy of free agents, striving to do your best work and chalk up a remarkable track record, and looking to establish your own micro-essential of the Nike swoosh. If you don't do it, you'll only reach out toward every opportunity within arm's length, you'll also put yourself in a great bargaining position for next season's free agency market.

The good news: Almost everyone has the chance to stand out. Everyone has the chance to learn, improve, and build their skills. Everyone has a chance to be a brand worthy of remark. And, if you're really smart, you figure out how to distinguish yourself from all the other very smart people walking around with well-polished resumes and create a distinctive role for yourself — you create a message and a style that promote the brand called YOU.

Why Are You Unique?
As of this moment, you're going to think of yourself differently. You're not an "employee" of CBS, you're not a Clear Channel "staffer" or "jock." You don't belong to a corporation and your chief affiliation isn't to any particular function. You're not defined by your title, and you're not confined by your job description. Starting today, you are a brand.

To start thinking like brand managers at Nike, Coke, or Pepsi, si, ask, "What does my product or service do that makes it different?" Give yourself the traditional 15-words-or-less contest stand out? What would your colon- legs or customers say is your greatest and clearest strength? What's your most noteworthy personal trait or performance?

Draw a comparison between brand YOU and brand X — the approach the corporate biggies take to creating a brand. The standard model they use is feature-benefit: Every feature their product or service offers yields an identifiable and distinguishable benefit to the customer or client. A dominant feature of Nordstrom department stores is the personalized service they lavish on every customer. The customer benefit: a feeling of being accorded individual attention, even if it means the checkout line of a large department store. Does your station do this with its listeners? Or is your station just a cookie-cutter "the listeners, get the sale" facility? Is your station just another "Alice" or "Mix" or "Kiss"?

Do you deliver your work on time, every time? Do you best work every time you crack the mic? Is your music log a piece of perfection or just a music software printout? What have you done to earn that advertiser's business? Do you anticipate and solve problems before they become crises? Does your client spend money and fund adventures just by having you on the team? Do you always complete your projects within the allotted budget? Have you been on the standard rungs of progression you've climbed in your career. Burn that "ladder" and ask yourself, "What have I accomplished that I can unabashedly brag about?" If you're going to be a brand, you've got to focus on what you do that adds value, and build on that, and most importantly, that you can shamelessly take credit for. When you've done that, sit down and formulize a brand definition for your station:

What do I want to be famous for?

What's Your Pitch?
"Don't sell the steak, sell the sizzle." It may be a cliché, but it's also a principal that every corpo-rate brand understands implicitly. For most branding campaigns, the first step is visibility. If you're GM, Ford, or Chrysler, that usually means a full fleet of TV and print ads designed to get billions of "impressions" of your brand in front of the consuming public. If you're a "Braun" or a "Philips," you've got the same need for visibility, but no budget to buy it. So, how do you market Brand YOU?

There's no limit to the ways you can go about enhancing your com-m. Try moonlighting. Sign up for an extra project or shift inside your station. Introduce yourself to new colleagues within the company to showcase your skills — or work on new ones. Do you want to get into programming? Have you thought about a corporate position? Are you a creative genius with the game plan the station needs? Maybe it's time to see if you can oversee another station in addition to your own as marketing manager for your group's local cluster. If you can align on that project and get others to sing your praises, word will get around about what a remarkable contribu-tor you are.

The next most important thing to remember about your personal visibility campaign is that it all matters. When you're promoting BrandYOU, everything you do — and everything you choose not to do — communicates the value and character of the brand. Everything from the way you handle phone conversations to the e-mail messages you send to the way you conduct business in a meeting is part of the larger message you're sending about your brand. Have you done your show prep? Are you an authority — or can you find the answers so you're perceived as an authority?

It's partly a matter of substance: what you have to say and how well you get it across. But it's also a matter of style. In meetings, do you keep your contributions short and to the point? A key to any personal-branding campaign is "word-of-mouth" marketing. Your network of friends, colleagues, clients, custo-mers, and listeners is the most important marketing vehicle you've got; what they say about you and your contributions is what the market will ultimately gauge as your brand's value. Find ways to nurture your network of believ-ers — consciously.

The Power Of You
If you want to grow your brand, you've got to come to terms with power — your own. The key lesson: Power is not a dirty word. In fact, power, for the most part, is a badly misunderstood term and a badly misused capability. It's not the "ladder" power, as in who's best at climbing over the other bodies. It's not who's got the biggest office or the biggest title. It's influence power — the power to move things and people. It's reputational power. If you were a scholar, you'd measure it by the number of times your publications are cited by other people. If you were a consultant, you'd measure it by the number of CEOs and CDOs who have your business card in their rolodexes — and better yet, the number who know your deeper number by heart.

Getting and using power intel-ligently, responsibly, and powerfully are essential skills for growing your brand. As a listener or consumer, you want to associate with brands whose powerful ess-ence creates a halo effect that rubs off on you.

At work, you can do it in small, subtle ways. Is the group having a hard time organizing a productive meeting? Volunteer to write the agenda for the next meeting. You're contributing to the team, plus you get to decide what's on and off the agenda. Remember, power is largely a matter of perception. If you want to be seen as a powerful brand, act like a credi-bile leader. We live in a "project-based" (world and industry). A project-based world is ideal for growing your brand. Projects exist around "deliverables," they create "measurables," and they leave you with "bragging rights." If you are not spending at least 70% of your time working on projects, creating projects, or organizing your tasks into projects, you're living in the past. Today, you have to think, breathe, act, and work in projects. It makes it easier for you to assess and promote Brand YOU.

You're a brand. You're in charge of your brand. There is no single path to success, but the only way to get going is to start today.

Thanks to Fast Company for inspiring and contributing to this column.
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Garth Brooks On Broadway?!

A
cially, according to News-

week, Garth Brooks is
talking with Broadway producers about doing a musical version of
the classic Western Shane. If

just one of many musicians
who have set their sights on the
Great White Way. Among the
other artists with projects ready to
deploy or in the works are Paul Simon
(The Capeman), Elton John (The Lion King), Billy Joel (said to be
working on a songbook show),
Jimmy Buffett (Don’t Stop The Carnival), and Barry
Manilow, whose debut, Harmo-

ny, is currently being performed
at the La Jolla Playhouse in Cal-
ifornia. Manilow says, “I would make up
my own stories — we were too poor to actually go
to Broadway. I would make up
what was happening on the Fid-
ner On The Roof album and,
quite frankly, when I finally got to see it, my version was better.”

Just Plain Dish

“Anyway, she isn’t a genius.
Do you mean the fact that she
multitracks every voice and lis-
tens to each voice a million times?... I don’t think she’s
that great a singer. She’s just what
they call a studio rat.” — a former
Sony executive who credits her
predisposition of Mariah Carey in
a feature under “Disgruntled
Former Employee” (Spy).

Spy also boils down Oasis’
new album to “its four fab com-
ponents!” It cites the Paulness
(12%), Georgeness (6%), Johnness (7%), and Ringosity (74%).

This is the worst time for
music, ever. Ever. People are
in for the worst reason: Puff
Dadty & The Family — that says
to me, “You put enough money
in promotion, you’ll keep rolling.”

That crap out there trying to
represent ska music is rubbish.
It’s all persons... Just because
No Doubt got a cute little girl
out front that everybody fancies.
Everybody wants to screw her,
that’s basically what it is. Sugar
Ray — that’s “that band.”

Tricky addresses the state of
music (Jane).

Hands Up!

For some reason, both the
Globe and Cosmopolitan ran
features on celebrities and
what their palms reveal about
their futures — this is really the
day of the palm reader, isn’t it?

Like, who else is going to be the
careeroming world’s palm-

reading expert, who has
this to say about Whitney
Houston: “Lil’ Kim’s hand
work: ’Troubles with hubby Bobby Brown are
etched on her palms. The grid
pattern on Whitney’s Mount of
Venus reveals great talent, but
big personal problems.”

Cosmo uses its own palm
reader and psychic to read
Tori Amos’ mitts (“I sense she’ll
write a song that another female
performer will sing and that will
make her a lot of money. Tori will
either marry or live with a sing-
er of a popular band”), Sheryl
Crow (“I see one marriage line,
but this could also mean
she just lives with a man for a
long time. There’s one thin
line here (her childhood line),
so the boy may have a child. Carefree.
I sense she’ll do well abroad”),
and Michael Jackson (“Micha-

el’s life would be a lot better —
both financially and with regard
to his popularity — if he
relocated to another country”)

Family Time

“Merie Haggard is a Wife
Beater And Child Abuser”
ac-
tuses the headline in the
National Enquirer. The allegations
are from Haggard’s eldest son,
Marty. “My father is busy rewrit-
ing history at this very moment,
so he’ll come out looking like a
hero. He’s always lied about us.
I’m sick and tired of all the bull.”

People features

Heather Locklear

and rocker hubby Rich
terambora in her “Baby,
On Baby” story on first-time
celeb moms.

“I have a child. And I’m
responsible as she starts going to
school” — Courtney Love ex-
claims her history and
generalized transformation (People).

A Kinder, Gentler Satan

Dwelling-worshiping rocker

Martinl Manson’s booking
in a record store in L.A. when
he was told that the manager
had a teenage son who was a
giant with a huge lung and
was undergoing chemotherapy.
To everyone’s shock, Manson volun-
tered to watch at his request so
the boy could be brought over to
meet him. He gave the kid his
autograph and had a long chat with
him (Star).

More Than We Want To
Know

“Shag Gets Boob Job” busts
out the Globe headline. Appar-
tently, Shaguille O’Neal went
under severe breast-reduction
surgery because his breasts
bounced along with the ball ev-
every time he played for a slam-
dunk — say insiders.

Each week R&R sneak a peak at the nation’s consumer magazines in search of everything from the subtle to the ridicu-

lous in music news. R&R has not verified any of these reports.

20 • R&R • November 7, 1997
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Friend And A Great Broadcaster...

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**D巨大** (Sony)
**ERSATZ JUICE** (Columbia)
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Starve A Cold, Soak A 'Fever'

KTU/NY's Saturday Night Fever 20th anniversary celebration in Bensonhurst was shut down Saturday (11/1) due to severe weather, which wreaked havoc on an outdoor tent at 2001 Odyssey and ruined some of the equipment, "KTU tried to hold the event the next day, but the storms wouldn't relent. The station is rescheduling the event and should be announcing new plans by the time you read this.

De Castro Honored In Chicago

The Broadcasting Advertising Club of Chicago is honoring Chancellor Media COO Jim de Castro as the ad committee's "1997 Person Of The Year" at a November 12 luncheon/roast emceed by Chancellor Sr. VP Larry Wert and WKQI/Detroit morning mouth Danny Bonaduce.

KDGE/Dallas PD Joel Folger has left the station after five years, with no replacement named. Folger is reportedly entertaining several opportunities in addition to his consultancy.

Former WVAE/Cincinnati PD Rad Messick is joining Broadcast Architecture as Research Associate. As a member of the company's Smooth Jazz Network, Messick will represent various products and services, including MixMaster music-testing technology. Messick's programming career spans 20 years and includes stints at WKGR and WPBZ/West Palm Beach, WDIZ/Orlando, and WFYV/Jacksonville.

KHKS/Dallas morning driver Kidd Kraddick had the town buzzing after announcing that the station's five morning show staffers would resign at a rate of one per day — with the person actually leaving announced at the end of last week. Who would it be? Kraddick? Co-hosts Bert Weiss, Kellie Rasberry, or Al Mack? The audience e-mailed more than 2000 messages wanting to know the truth. It turned out to be that phone screener Tara Schneider had accepted a gig to join the Dwyer & Michaels morning show at KCQQ/Quad Cities, IA-IL.

War Of The Coasts

Oldies WBIG/Washington broadcast its own adaptation of Orson Welles' 1938 "War Of The Worlds" broadcast — featuring Oldies 100 talent supplemented by a host of celebs and politicians — on Halloween.


Brotherly Love For Metallica

When Metallica turned to its fans for suggestions as to where to stage a free show, more than 120,000 fans flooded the band's hotline, according to Elektra. The winning venue: the parking lot of Philadelphia's CoreStates Arena, where the show took place on Tuesday afternoon.

WTIC-FM/Hartford morning man Gary Craig was arrested last Tuesday (10/28) and charged with second-degree reckless endangerment in the aftermath of a recent on-air incident. Craig, who regularly plays "Candid Phone"-style pranks suggested by listeners, reportedly called a woman at work, saying he was a cable man, was in her condo, and was sitting through her undergarments. The woman hung up before the jock could identify himself, and officers were dispatched to the woman's home and — with guns drawn — kicked down her front door. "This shows how humor has disappeared in our society," said Craig's attorney. Craig was released on a promise to appear in Superior Court on November 18.

Is There A Doctor In The House?

Howard Stern's not a doctor, but he plays one on the radio. Or at least he tried. After Stern "portrayed a doctor" and checked a woman's breasts for cancer on his show October 15, a governmental agency that licenses doctors launched an official
the verve
BITTER SWEET SYMPHONY

BDS Modern Rock Monitor 12*
R&R Alternative 12

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- Over 5 million copies of the debut album Spice sold nationwide so far; 17 million worldwide.
- Top ten album since its release in February including, #1 for 5 weeks
- Platinum single "Wannabe" #1 for 4 weeks; 1997 MTV Award for Best Dance Video
- Gold single "Say You'll Be There" Top 3
- Gold single "2 Become 1" Top 5

#6 MOST REQUESTED RECORD AT RADIO!

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WRVQ WFLY KHTT KBFM WNTQ WWHAT WNNK WRTH KORE WABB KRD
WNOK WAEZ KKMG KSMB WMEE WYCR WXLK WYKS WLKT WZYP WZEE
KQXY KRUW WHTS WXK WPST KISX KDUX WRTS KMCK WSPK WVS
WJBQ WMVW WWLD KISR KGOT WKFR WXXM WRZE WKPK WMX

"SPICE" THE DEBUT APPROACHING 6 MILLION SOLD!
The National Hispanic Media Coalition announced Tuesday (11/14) that it has filed petitions with the FCC to deny license renewal applications to 10 Southern California radio stations for alleged discriminatory practices, according to Daily Variety. One major target: Disney, which the NHMC claims is deficient in its Latino hiring practices. The NHMC is demanding that Disney provide full ethnic disclosure of work force composition and hire a VP in charge of labor. Disney had no immediate comment on the allegations.

Rumbles, Pt. 1

- WRGRLong Island PD Ralph Torronto's position is eliminated due to budget cuts; APD/MD Dunna Hodger will handle programming duties.
- Active Rick KEGEMinneapolis officially picks up new KOKO radio; Adult Alternative sister KXXP is now KZIN.
- KZRT/San Diego becomes former hometown KKSB personality Liz Medina for middays.
- WGLZ/Wallstown, NY PD J. P. Hastings heads to WCUR/Boca, NY for PD duties, beginning November 16. APD/MD Johnny Keegan is moving to PD at '92.
- Over the Halloween weekend, WPPT/Galloway starred with Halloween music until Friday night (10/27) from Country Gold to The All New Power Country 96.3.'WFLY/PD Michael Morgan assumes the OM title for WPPT.
- In Tallahassee, WRLX-FM PD Orlando becomes PD at WHRD-FM. Victor Duncan stays on as OM. WLR's 106 CM Lee Raymond reclaims the PD duties and will also continue as PD of AC WJGD.
- WPFW/Newhaven PD Scooter and Tom Price assumes interim MD duties and former croatdown WQCD station Fernando joins for nights.
- Longtime WSTH/Williamsport PD Mike Sommers exits.
- Darren "Butchman" Bein officially becomes MD at WTRG/Baltimore.
- Former KWFL/Asheville, NC station PD at Triple Threat, Nadean" Trouble" Reul "Krazy Kids" suburban radio.
- WPHT/Bradenton, FL afternoon drive personality Tommy Collins exits, and nighttimer Greg Brady is promoted to that slot. Scooter moves to 7pm-midnight while part-timer Johnny Dangerously moves to overnight.
- WOLU/Magazine Dr Promotion Chris Edge adds APD stripes. WRDU & WRTG Promotion Dr. Pam Duzilla adds promo duties for sisters WQCG and WPFN.

individuals for donations. The collection already represents nearly 20 different languages, including Arabic, Armenian, Eskiimo, Filipino, German, Greek, Korean, Oikinawan, Polish, Portuguese, Russian, Spanish, Tongan, Vietnamese, and Yiddish. With locations in New York and Los Angeles, the museum houses over 90,000 radio and TV programs and advertisements.

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| November 7, 1997 R&R | 27 |

| BIRTHDAY BASH AT HOLLYWOOD ATHLETIC CLUB |
| Radio and record industry partners converged on the club to toast Mir Winf's birthday get Sable Scan- |
| pone (third from t). Pictured here are (l-r) KYSR/L.A.'s Brian Douglas, KBIG APD Tony Cline, tr Winf's Lita Galall, KYSR/L.A. Foxx, and RMT's Frank Minad. |
**Third Eye Blind**

"How's It Going To Be?"

---

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| WRVW | Nashville |
| WABF | Mobile |
| WMGB | Macon |
| WTCF | Saginaw |

**AT MODERN ROCK**

Debut R&R 30
Debut Modern Adult 29
Debut Adult Top 40 39

**New At AA**

| KXST | San Diego |
| WXLE | Albany |
| WJBX | Ft. Myers |

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**Alana Davis**

"32 Flavors"

**ALL FORMAT EARLY BELIEVERS**

| WXKS | Boston |
| WBMX | Boston |
| WBOS | Boston |
| WMTX | Tampa |
| WPLT | Detroit |
| WKPX | Philadelphia |
| WLUM | Milwaukee |
| KCHZ | Kansas City |
| KLLC | San Francisco |
| KFMB | San Diego |

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**NEW TODAY**

| Q-102 | Cincinnati |
| WZJM | Cleveland |
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| WZEE | Madison |
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WROX/Norfolk, Al Mitchell
“Great Phones.”

Q101
WPLT
WPLL

Mother
Berry and former Capitol/Nashville President/CEO Scott Hendricks are in "advanced discussions regarding the establishment of a Virgin/Nashville operation," said an executive familiar with the plans that will be officially unveiled its new format recently shed ...

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Creating Powerful Radio News

□ Important tips for increasing the excitement factor in your newscasts

By Valerie Geller

Radio news can be much more exciting than many people realize. By doing what radio does best — getting on the air from a scene quickly and describing an event so that listeners can visualize what is happening — we are using the most powerful tools we possess: immediacy and imagery.

A reporter covering a fire can talk about it so descriptively that listeners can almost taste the smoke in the backs of their throats. When you create "word pictures," your news story is almost like a movie. This is great storytelling, and it is never boring. Great radio is never boring!

If you tell the truth in an interesting (and, when appropriate, entertaining) way, you can keep the attention of your listeners and deliver the information to those who need to hear it.

There is concern within news organizations about keeping the news serious and credible. I agree with this to a point. However, it does no good to be serious and uninteresting. The professional must recognize that there is always a place for the powerful radio.

The Sound Of The Story

The power and glory of a story often lie in its sound. Whenever possible, record and use natural sound. If you are covering a parade, a festival, or a demonstration, this is obvious. Use the sound of the event underneath your report to give the listeners the feel of "being on scene." Less obvious (and less frequently heard) is sound from more routine events. If you are doing a story on day care centers, it makes as much sense to record children at play and run that underneath your report.

Here's another example: a potentially boring story everyone does twice a year: "Daylight savings is over. Don't forget to turn your clock back at 2am." When a reporter went to a clock store, however, and recorded all of the chimneys, the story came alive with the lead, "That is the sound of time. Remember to turn back your clock tonight." Powerful radio. Get creative and make it work. Tell the truth. Never be boring.

Television has pictures, but we in radio have something even more powerful in our arsenal — the imagination. By using sound and describing events and people in detail, we can stimulate the imagination in a way television simply can't.

Here's an example from my days as a news director at KJOU in San Francisco. A young reporter had spent all night covering a fire and was now back at the station, recording his reports for the morning newscasts.

While the fire was exciting, his reports were rather dull, which I chalked up to his inexperience. I made a note to talk with him about the work in an air-check session later.

His story sounded something like this: "The fire burned throughout the night at the intersection of Powell and Main. The home was completely destroyed. No one was injured. It took two fire companies to extinguish the flames. The damage is estimated at $400,000. No one knows what started the fire."

After the reporter was done recording his stories, he picked up the newscast phone and called his girlfriend — after all, he had been out all night and needed to explain his whereabouts. "You should have seen the fire!" he exclaimed. "It was incredible! There was a full moon, and you could see the black smoke billowing for miles around! All these people were out in their bathrobes and underwear, watching it burn, and kids and dogs were running around wild. They needed two fire companies to put out the flames because the first company couldn't get their hoses to work. So, they lost the house, and everyone had to wait for the backup firefighters to show up. At one point they thought there was a cat in the house, so all these firemen went in with oxygen masks to find the cat, but she was hiding under a car a block away! You could hardly breathe because the smoke was so thick and the wind kept changing. And that house! It's completely destroyed, nothing but ashes. They say it was worth $400,000! Can you imagine? Even in that neighborhood, prices are up that high?"

I impolitely grabbed the phone from the reporter's hand and inquired why he couldn't put all that good stuff in his reports instead of saving it for his girlfriend. The reporter "got it." He has since gone on to work for two national networks and has a wall covered with news awards. He now makes powerful radio.

Always remember to:

• Get your facts right
• Tell the truth
• Never be boring
• Make it matter

The essence of news is the story. If it is well told, informative, entertaining, factual, and has an up-to-the-moment perspective, it will always work.

Notes For Newscasts

Because of cutbacks and consolidation, many broadcasters new to the news are anchoring (traffic reporters suddenly doing news, young announcers who may not have been trained in a news environment). So, here are some things to remember when creating newscasts:

1) How does the cast begin? Does it open with a sounder or great story to grab attention and set it apart from the rest of the product on the station?

2) Give those calls. You can never say the call letters too many times. We are in the game of Arbitron recall here. So use the calls at the:
• opening of the cast
• close of the cast
• going into the commercial
• coming out of the commercial
• in the name of your sports
• in the name of your weather
• within at least one story ("Mayor Grover tells KNX News...")

Continued on Page 32

AMERICA'S DOMINANT RADIO TALK SHOWS


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Both programs via Satcom C5, Transponder 23, Channel 54. For the full story please call Lee Vandlen-Handel at 212-338-1406 or Catherine Bronnill at 212-338-1405.
Creating Powerful Radio News

Continued from Page 31

3) Rewrite the source material. Do not use the wire copy word-for-word. It is written for newspapers. It sounds stilted anyway. Rewrite every story in your own words. Tell the story, do not read the story. Rewrite again, in multiple versions, for ongoing stories, so that it is never boring!

4) Don't start a story with its source. Leading with sources like, "The police say..." or, "According to officials at the Red Cross..." or, "Senator DiMato says...." makes for ho-hum, weak openers. Most of the time it is what the sources say that is important, not who they are. (But think it through: Is it the who that is important here or the what?)

Open with the hot, action, attention-getting words. Use powerful verbs that clearly tell immediately what the story is. Always think like a listener. How does this affect me?

• Make sound worth it. Keep actualities short. Use description and "color." The rule is one thought per actuality.

• Avoid tape just for the sake of using tape. Pretend you are a film director and use the cutting-room floor. Try to put only the great stuff on the radio. Why put a dull spokesperson on ever? If you can say it better, faster, and in a more interesting way than a dull official expert, do it.

• High story count. Cram as much interesting stuff into the news as you can. Research indicates that listeners feel most satisfied when hearing a lot of items, not a lot of information on a few items (unless it is a huge, important story, so use your judgment). Like all radio, this should be spontaneous and flexible, depending upon the situation, but try for 6-8 stories per newscast. I know this is basic stuff, but I hear a lot of mistakes as I travel around the country listening to stations. So, do take the time to make sure all your news stories contain:

Who
What
Where
Why
When
How (it happened, how it affects people, how it can be solved)

More powerful radio news ideas:

• Keep it conversational; write like you talk.

• Keep it short.

• Exercise good interview technique (prepare, use your genuine curiosity, ask anything — there are no stupid questions — ask again if you do not get a satisfactory answer).

• Use the medium of sound.

• Be aware of the listeners and who they are.

The Write Stuff

Everybody complains about bad writing. Although she's writing specifically about news on TV, many of the following useful tips from former CNN and CBS News Reporter Deborah Potter apply to radio. Potter maintains, "Much of what we hear on the air is badly written. Guess what? The staff won't learn if no one teaches them. Because good writing is not magic. It is a craft. It can be learned, and it can be improved, but first everyone has to know that it matters."

Potter adds that it is important to offer regular feedback about writing. "Words count. If you want listeners to tune in and believe what they hear, you need to care about what is being said. Praise good writing, and you will get more of it." (You can read much more from Potter in the September '97 RENDA Communicator. It's worth it.)

Potter's points:

1) Take time at the front end to understand the story. Candy Crowley of CNN puts it this way: "The less time you have to write, the more time you should take to think about it." Try telling someone in six words or less what your story is about. If you can't, you will have trouble writing it.

2) Choose information that will tell the story best. Avoid the "cramping impulse." Select specific details — the brand of beer, the make of the car — that will bring the story to life. Leave the rest out.

3) Organize your information in a logical way. Make an outline, if that helps. Keep related facts together. Answer questions they come up. Know where you are going before you start.

4) Tell it, don't report it. Imagine that every story you write begins, "Hey, Mom, guess what I just found out!" Or, "Honey, you won't believe what happened today!"

5) Rewrite. Revise what you write, cut, trim, flip, shuffle stuff. It's worth it.)

6) Put your writing on a diet and think of adjectives as empty calories, particularly the adjectives overused in broadcast news: senseless, horrible, tragic, ironic, and the like.

7) Do use active verbs that add energy to your writing. The right verbs do more than convey information. You build understanding and make the audience care. It's the difference between a story saying that a bus was involved in an accident and a story that tells how the bus skidded down an embankment, rammed into a guardrail, and flipped into a ravine. Active verbs in the active voice are the hallmark of writing that communicates clearly. The active "voice" tells you who, then just leave out all the words you do not need.

But I Only Had Two Beers... — Actually, KST/Sacramento morning drive host Alan Stock had a little more than that when the station set out to see if they could match the blood alcohol level of the driver of Princess Diana's car the night she died. The point was to raise the public's awareness of drinking and driving, particularly during the holidays.

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FISHER ENTERTAINMENT

32 • R&R November 7, 1997
Rock Debate Resurfaces At Alternative

With CHR/Pop embracing an ever-increasing number and variety of records, the question of how much older guitar rock to play at Alternative once again rears its ugly head. Format pros are looking for ways to reclaim musical turf lost to the competition.

The dilemma is an interesting one, since the Alternative format has become a victim of its own success. First, it was Rock radio successfully and wisely moving in on grunge. Now, it’s Pop jumping all over ska and rhythmic tracks sooner rather than later. Also bringing the discussion to the forefront, say many execs, is the lack of new alternative-rock bands crashing through and leading the sales and airplay charge in the way the Seattle grunge bands did earlier this decade. The subject has also become more topical given Alternative WXRY/New York’s inclusion of certain active rock titles, as evidenced by recent Ozy Osborne, Sevendust, and Creed adds.

In many respects, what’s going on is par for the course. Artists who define a sound or format are deemed innovators, and those who follow in their footsteps get overshadowed. That’s true in any format or genre. The question here is: is the broadcast climate conducive to helping new alternative-acts break? Here’s what a handful of execs had to say.

Dollars And Cents

For radio, PDs say the game has changed significantly since the grunge heyday. It can be summed up in one word: deregulation. Dollars and cents have taken precedence. Observes WPLJ/Philadelphia PD Jim McGuinn, “Alternative stations used to have so much more space that you had more room for error and experimentation. You could think more long term when it came to the music. Now, there’s so much more taking place: the consolidation at radio. Pop/Alternative and Active Rock playing alternative music, and Alternative stations began to become addicted to ratings.

“The point I’m making is that all of the sudden programmers are under immense short-term pressure to perform, and what performs, if you look at callout-research, are sister Hazel, Matchbox 20, and Tonic. Sure, we’re the Alternative station in town, but I can’t get some of the critics’ darlings to call out, and I can’t get rid of Matchbox 20.”

“It’s not like I’m researching people off the street. I’m researching my listeners. So whenever people say the core wants to hear a certain hard-rock band, I can only laugh. Now, in its recent edition, VH1’s programming has changed significantly. Execs had to break? There was a point: the consolidation of the station. You have money to make, but I really can’t; or any changes I want to make, I have to make so slowly.”

McGuinn agrees that the format has been a victim of its own success. “Putting on a ska record at the beginning of ’97 was like a breath of fresh air. Now, if we hear another one, we’re gonna puke. Whenever there’s a breakthrough in popular culture, that breakthrough gets beaten into the ground — I don’t think that’s ever going to change.

“The reason people got sick of grunge isn’t because [Pearl Jam singer] Eddie Vedder did anything wrong. It’s because lesser quality bands were allowed to have radio hits.”

McGuinn also wonders if it’s just a matter of Alternative is always asked to wave the flag and break new bands. In a sense, it’s sort of hypocritical, since the music and the format are called ‘alternative,’ yet it’s very much mainstream in reality. But our job isn’t necessarily to expose art or break bands. It’s to get ratings and provide revenue for our owners.”

Cultural Drift

In many respects, WRAX/Birmingham PD Dave Rossi isn’t too surprised that the industry is wondering when the next big alternative-rock acts will surface. His research shows that listeners seem to be drifting apart.

“I now have two audiences: pop and rock. People are aligning themselves with music more closely these days. I just finished a music test, and it showed that the pop people love the ‘80s and lighter stuff, while the rock side is pretty predictable. I’m pulling my hair out wondering how to handle a song that’s No. 2 in one group but at the bottom of the pile with another.

“[But, overall, there aren’t] a lot of things happening right now, and I think the listeners see that. People keep asking me what the next big thing is. Well, two years ago I would have had an answer for them; now, I don’t. I think it’s the fact that a lot of things are happening better than they did in the past. If you compare it to the glory days of the hair bands, there isn’t an album like Guns N’ Roses’ ‘Appetite For Destruction’ — getting very little airplay, but selling like crazy. There aren’t any buzz bands like Nirvana or Sevendust — or garage bands. And, I don’t think any of those things are on the horizon.”

Given the grittier, darker nature of alternative rock, Rossi wonders if the timing is right. He even hears a page from the “Why People Tired Of Grunge” playbook. “People still feel pretty good about what’s going on right now. It’s hard to be pissed off when you have a pretty big thing in your pocket and the economy is doing well.”

Like McGuinn, Rossi says that the talent pool has been pretty thin, and that he hasn’t been serviced with any compelling music. And that’s something he’d like to change. “The labels seem to be signing the wrong types of bands. Somehow, some type of disconnected from what’s happening. I’ve seen a lot of talented bands in the city and regionally that haven’t gotten a chance. But, at the same time, we’re getting too many ska bands. I’ve stood alone plenty of times on records, but I haven’t been able to break them. I had a little trouble with a lot. It’s a hit that they’re not picking up, especially when people are still into Matchbox 20.”

Seek And You Shall Find

Not surprisingly, the labels tend to agree. They say that there are plenty of new alternative rock bands from which to choose, and that the music is both calling out and selling. Cases in point: Days Of The New and Our Lady Peace. Comments Columbia Sr. Dir/Alternative Promotion Jon Cohen. “I agree that there aren’t a lot of exciting things happening at the format, and if things don’t start to click, we could be in trouble. But there are many new bands making a lot of noise, and there are rock alternatives. I don’t agree with that. These may not be the most compelling and thrilling times, like when Nirvana broke, but radio has to open its arms and take more chances.”

In fact, Cohen wonders if too much air time has been placed on all rock. “There needs to be more exciting new rock, but, more importantly, there needs to be some exciting new music to call their own.

There needs to be an alternative to ska and pop. Nobody’s acknowledging the dancy electronic stuff, which can be pretty exclusive.

Those are the right times of callout for a lot of the West Coast stations.”

Maverick Head/Promotion Terry Anzaldo agrees that it’s only natural that the popularity of alternative rock diminishes at the format when pop and rhythmic songs like “Fly” “Walking in The Sand” and “Tubthumping” take off, turn into huge hits and instant-reaction records, and sell albums.

He counters, however, that “you still have to play enough rock to balance the station. There’s a lot of great music out there. They just have to find it. Some of the music, like ska is, a lot more friendly to the mainstream than the Deftones or Rage Against The Machine. What that means is that programmers are closing their eyes and blowing off the 18-24-year-old market by not playing the harder-edged music.

Adds Virgin VP/Alternative Promotion Dawn Hood. “It’s a two-sided coin. There are a lot of great rock bands, yet the format is very song-driven now, so it’s not going really deep on great albums. The kinds of music they are gravitating toward are researching for them, so I can’t say what they are doing is wrong. Personally, some of the bands that are charting aren’t very exciting, but they research like crazy.

“But I do think there still is a lot of great music out there. It’s just that we are in one of those cyclical periods where other types of music have been getting more attention.

‘Alternative radio’ is a big business. They need to make big numbers and operate on many of the premises that hit radio does. It’s impossible for them to take chances like they used to.”

STEVIE WONDERS WC

November 7, 1997 R&R
Radio Basking In Davis’ ‘32 Flavors’

An artist who prides herself on writing her own material launches her career at radio by covering some one else’s song? And that song also happens to have been penned by re-

pected indie artist Ani DiFranco?

It’s a little outside the lines, but that strategy is paying early di-

vdivends for the debut single for Elek-

tra singer/songwriter Alana Davis. The DiFranco-written ‘32 Flavors’ is receiving airplay at key major-

market stations in several formats, including CHI/Pip WXXS/Bos-

ton, Hot ACS WPFL/Miami, KLLC/San Francisco, KFMB/San Diego and WBXM/Boston, Adult Alternatives WXRV and WBOS in Boston, CIDR/Detroit, KMTT/Seattle and KINK/Portland, and Alternatives WPIT/Detroit and WLMU/Milwaukee.

A native New Yorker whose fa-

ther was a jazz musician and singer, the 21-year-old Davis only began writing songs when she was 18. Af-

ter signing with Elektra, she hooked up with producer Ed Tunon, who worked with Maxwell on his break-

through debut disc Davis, who co-

produced her album, wrote five songs and co-wrote six more with Tunon.

Radio is already giving the song a thumbs up. KFMB PD Tracy

Johnson, who is spinning the track 30-plus times a week, says the sin-

gle, "is a quality piece of music. It’s fresh and different and has an interest-
ing texture that got our attention. We put it on the air to see what our listeners would have to say, and they’ve been raving."

Johnson — who notes the track has a Sade-meets-Tracy Chapman

feet to it — says “32 Flavors” also is an excellent balance record. “It fits perfectly between the Clash/hawamahas and Sugar Rays on one side, and the Paula Coles and Sa-

rah McLachlans on the other. Her singing tends to effortless and nat-

ural. She sounds like she’s in total command.”

Those impressions were exactly the ones Elektra was aiming for when

Acting as songwriting craft and per-

formance, the label arranged a couple of showcases: one in New

York at the Mercury Lounge, another at Luna Park in Los Angeles.

Comments [label VP/ Promotion Bill Pisors-

en], “We wanted to make sure people saw her in the right setting. That was a key element, because there is so much more about her than just her singing. She is very much a performer.” Elektrin is carrying that thinking over when it comes to ra-

dio shows. “I think a lot of times artists get track dates, and they aren’t exactly the kinds of shows they should be doing. Obviously, when a major-market station like KFMB steps forward, we will do those shows; but Alana is a very specific artist, and we want to treat that way and see that she does the right radio dates.”

As for working the single to radio, Elektra first targeted upper-demo formats. “We wanted to lead with Adult Alternative and Modern AC be-

cause, when you talk about it, some of those programmers are Top 40, only in another format. Modern AC itself is a very viable format, and they have embraced her.

“But, the song also lends itself to a lot of different formats. Right now we have all the indicators of a hit record showing. And the fact that people are already talking about other songs on the album shows how deep the album is.”

Davis’ debut album, Blame It On Me, was released on October 21. She’s currently touring with 10,000 Maniacs.

Alternative-Leaning Stations Going With ‘Goa’

Two turntables and a microphone. And a harmonica. And a computer. Whatever the combination, the 10-

person UK musical collective known as A3 is finding a welcome home at some ‘techno-friendly’ Alternatives and Adult Alternative stations with its good-
natured U.S. debut, “Ain’t Going To Go.”

Stations currently reporting the deci-
dedly upbeat, tongue-in-check track from Geffen/Element are WFNX/Boston. WZNC/Cleveland. WXV/Cincinnati, and KTL/Cleveland, as well as Adult Al-

ternatives KXPP/Minneapolis and WXPN/Philadelphia.

Known as Alabama 3 outside the U.S., A3 first started performing in northern Italy in early 1995. They re-
turned to Brixton that same July, where the group’s raves grew in size and eventually culminated in their multimedia “Holy Roller Revival Roadshow.” The band signed to the British indie Elemen-
tal in January 1996 and Geffen in Sep-
tember 1996.

KITS/San Francisco first started playing “Goa” as an import about five months ago and gave the single over a couple hundred plays. While that proved the song had some life, Geffen elected to wait. Recalls Head/Alternative Promo-
tion Ted Volk, “We decided not to work the single because the band hadn’t even recorded a full-length album. So, rather than chase it without anything to follow it up, we wanted to wait.”

Given the song’s electronic texture, it was a natural for more adventurous Alternative and AA outlets. Walk notes, “The band is really creative and origi-
nal. They meld a lot of styles together that are : perfect fit for the formats.”

KXPP MD Mike Hansen — whose station just added the record at 20-plus plays — likes the single because it is so entertaining. “Fun is the best word to describe it. It really stands out on the air and fits exactly what we’re doing. We’re not just a Pop/Alternative, but we’re not a mainstream Alternative, either.”

While the song gets close to the edge, Hansen believes, “it’s not too far out there. There is a lot of stuff happening in the song, but it’s reserved enough that it works on the air unlike some of the other dance/er electronic stuff.”

A3’s debut album, Exit On Coldhar-

bour Lane, hit retail on November 4.
**TOP 20**

R&R's exclusive sub-chart combining airplay from Hot AC, Alternative, Adult Alternative, and CHR/Pop

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist Title</th>
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<tbody>
<tr>
<td>1</td>
<td>Sugar Ray Fly (Lava/Atlantic)</td>
<td>1817</td>
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<td>2</td>
<td>Smash Mouth Va va voom On The Sun (Interscope)</td>
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<td>3</td>
<td>Chumbawamba Tubthumping (Republic/Universal)</td>
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<td>paula Cole I Don't Want To Wait (Image/Media)</td>
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<td>5</td>
<td>Sister Hazel Al For You (Universal)</td>
<td>1510</td>
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<td>6</td>
<td>Sonic Youth If You Could Only See (Polydor/A&amp;M)</td>
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<td>Matchbox 20 Push (Lava/Atlantic)</td>
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<td>Fiona Apple Criminal (Wor)</td>
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<td>Sundowns Summertime (JGC/Geffen)</td>
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<td>337</td>
<td>111</td>
</tr>
<tr>
<td>20</td>
<td>Sarah McLachlan Sweet Surrender (Arista)</td>
<td>300</td>
<td>210</td>
</tr>
</tbody>
</table>

This sub-chart is ranked by total plays, and combined from the custom chart function on R&R ONLINE. © 1997, R&R Inc.
Holiday Stuff You Can Use!

The questions for many contemporary stations during the holidays are: "Do we or don’t we play Christmas music? And if we do, when do we start, when do we stop, and what should we play?"

A poll of programmers brought responses ranging from "spiking a few traditional Christmas titles on the morning show and playing Christmas music on Christmas Eve and early Christmas morning," to starting to play "one Christmas song per shift" about two weeks before. Some stations attempt to tap into the holiday spirit early by putting in three to four Christmas songs a day starting the day after Thanksgiving, then going to one per hour during Christmas week. Many stations don’t deal with Christmas music at all, offering regular programming and going against all of the Christmas music that especially takes over AC competitors following Thanksgiving.

Whatever you choose to do for your station, R&R has assembled lists of holiday music, this year’s hottest toys for giveaway opportunities and morning show banter, and other helpful information to help you close out the fall Arbitron successfully.

**HOT TOYS**

**All I Want For Christmas Is ...**

If your station is looking to build TSL by giving away this holiday season’s hottest toys — when they are sold out everywhere else — here’s an exclusive hot-toys chart to get you thinking. Pass this copy of this along to your Promoter Director; you may also want to give a copy to your morning show.

These Hot Picks include toys that are likely to be very popular with children and collectors this year, such as Star Wars action figures, Happy Holidays Barbie, the miniature Sojourner Mars rover, and last year’s hard-to-find hit, Tickle Me Elmo.

<table>
<thead>
<tr>
<th>Ages Birth-2</th>
<th>Ages 3-6</th>
<th>Ages 7-9</th>
<th>Ages 9-12</th>
<th>Adults/Collectors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classic Pooh Stuffed Bear ( Gund)</td>
<td>Talking Alphabet Elmo (Tyco Preschool)</td>
<td>Star Wars 4-inch Action Figures (Kenner)</td>
<td>Star Wars 4-inch Action Figures (Kenner)</td>
<td>Star Wars 4-inch Action Figures (Kenner)</td>
</tr>
<tr>
<td>Activity Center (Fisher Price)</td>
<td>Tickle Me Elmo (Tyco Preschool)</td>
<td>Star Wars Creatures (Kenner)</td>
<td>Star Wars Creatures (Kenner)</td>
<td>Star Wars 12-inch Action Figures (Kenner)</td>
</tr>
<tr>
<td>Touch ‘n’ Chew Baby Mickey (Mattel)</td>
<td>Tickle Me Cookie Monster (Tyco Preschool)</td>
<td>Disney’s “The Little Mermaid” Wedding Party Gift Set (Mattel)</td>
<td>Sojourner Mars Rover (Mattel)</td>
<td>Happy Holidays Barbie (Mattel)</td>
</tr>
<tr>
<td>Sesame Street Plush Elmo (Tyco Preschool) COMING SOON</td>
<td>Sing &amp; Snooze Elmo (Tyco Preschool) COMING SOON</td>
<td>Beast Wars Megalodon (Hasbro)</td>
<td>Sabrina the Teenage Witch Doll (Hasbro)</td>
<td>Barbie Loves Elvis Gift Set (Mattel)</td>
</tr>
<tr>
<td>Sesame Street Plush Cookie Monster (Tyco Preschool) COMING SOON</td>
<td>Talking Playtime Big Bird (Tyco Preschool) COMING SOON</td>
<td>Remote Control R2-D2 (Kenner)</td>
<td>Tamagotchi Virtual Reality Pet (Bandai)</td>
<td>Sojourner Mars Rover (Mattel) COMING SOON</td>
</tr>
<tr>
<td>Pluggy Ogling Tommies Pickles (Mattel)</td>
<td>Workin’ Out Bartie (Mattel)</td>
<td>Nano Virtual Reality Pet (Playmates)</td>
<td>Hot Wheels 49th Anniversary 1’7 Chewy Collection (Mattel)</td>
<td></td>
</tr>
<tr>
<td>Disney’s “The Little Mermaid” Ariel Doll (Mattel)</td>
<td>Beanie Babies (Ty)</td>
<td>Star Wars Monopoly ( Parker Brothers)</td>
<td>Beanie Babies (Ty)</td>
<td></td>
</tr>
<tr>
<td>Elmo’s Radio Control Railroad (Tyco Preschool) COMING SOON</td>
<td>Beanie Babies (Ty)</td>
<td>Star Wars Monopoly Classic Trilogy Edition ( Parker Brothers)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Hot Picks**

**Easin’ Into The Season**

- **TM Century** can make your life really easy if you have a few bucks. For $462, you can acquire its Christmas Gold Disc Collection, which contains 21 CDs that span a variety of genres including Urban, Country, and Contemporary. TM also features a 2-CD weekday package ranging from Halloween to Christmas to St. Patrick’s Day. The company offers Christmas singles as well as a Christmas & Holiday Production Library that includes over 600 cuts. For more information, contact TM at (972) 406-6800.
- **ABC Radio** has a classic holiday music special with contemporary Christmas songs, Disney characters, and celebrity guests. Contact Frank Cahill at (212) 456-0140.
- **WFOX/Atlanta PD Casey Cahill** has assembled a 12-hour traditional Christmas show. Cahill also assembles custom “Hot Mix” style CDs for contemporary stations that are unhosted. Contact him at (770) 955-9349.
- **The Christmas Music Network** offers stations the only digitally produced, 36-hour, satellite-fed Christmas Eve and Christmas Day programming. This service features highly familiar traditional songs dominated by “superstar” artists (Whitney Houston, Vanessa Williams, and Celine Dion) and showcases this year’s new releases. Contact Ross Reagan at (913) 897-8063 or (913) 897-8025.

**Usual Holiday Options**

- **For Christmas/Eve/Christmas Day** Radio Today is offering a four-hour barter show, “Christmas with Rick Dees.” For Christmas/New Year’s weekends, “Rick Dees Week-End Top 40” has a two-part special with the top 97 of 1997, which runs four hours on two weekends (12/27-28 and 1/3-4). Call (212) 581-3962.
- **Casey Kasem’s “Casey’s Top 40” will also roll out its end-year countdown. For more information, contact Westwood One at (212) 204-5000.

**BackTrax** hosted by Z100/NY’s Kid Kelly, is a two-hour main-stay ’80s music show that may showcase a new format or a very special alternative. Call (201) 487-0900.

- **Dance the holidays away with Hot Mix Radio Network. For the weekend of 12/25-27, Hot Mix will produce a year-end show featuring the biggest hits from 1997 in each format (CHR/Rhythmic, CHR/Pop, Pop/Alternative, Hot AC, and “Rhythmic AC,” respectively). All shows are mixed beat-to-beat and back-to-back, four hours in length, and delivered on CD. Contact Hot Mix at (602) 947-6500.**

This chart is used with permission from Toys.com and was authored by David Brady. Toys.com is the largest online toy company on the internet, specializing in popular and rare toys for children and collectors. For Toys.com interviews, contact Eve Woodward or Greg McLemore at (202) 794-8000.
**CHART 10 Test Scores**

By TONY NOVIA

For a majority of radio-stations, chart labels all remain familiar that callout continues to be the primary decision-making tool for evaluating today's music. As a reminder, Callout America is both regionally and nationally based. It is the largest weekly sample of its type in America. Our data collection center is widely recognized as one of the best, with clients such as AT&T and NBC. Our callout base is comprised of CHR/Pop listeners in 30 large markets. As with any type of research, people tend to use (and misuse) research in many different ways. Before making decisions solely based on any type of callout, we recommend approximately 60% familiarity and a careful eye on weekly trending.

Here's a look at the top 10 testing titles in each of R&R's Callout America demos (in descending order). Additional demo and regional information is available by calling (310) 788-1695.

**Women 25-34:** Sugar Ray "Fly"; Usher "You"; Boys II Men "I Call You" and "Puff Daddy" "Missing" (tie); LeAnn Rimes "How"; Chumbawamba "Tubthumping"; Matchbox 20 "Push"; and Smash Mouth "Walkin";

**Women 18-24:** Chumbawamba; LeAnn Rimes; Usher; Sugar Ray; Matchbox 20; Boys II Men; Will Smith; Puff Daddy; and Tonic "Hey".

**Men 18-34:** LeAnn Rimes; Sugar Ray; Chumbawamba; Boys II Men; Usher; Smash Mouth; Amy Grant "Takes"; Elton John "Something"; Will Smith; and Paula Cole "Wait".

---

**Callout America® Hot Scores**

**ARTIST TITLE LABEL(S)**

<table>
<thead>
<tr>
<th>ARTIST TITLE LABEL(S)</th>
<th>TOTAL</th>
<th>AVERAGE</th>
<th>FAVORABILITY</th>
<th>ESTIMATE</th>
<th>TOTAL% FAMILIARITY</th>
<th>TOTAL% BURN</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUGAR RAY Fly (Lava/Atlantic)</td>
<td>4.03</td>
<td>3.94</td>
<td>3.85</td>
<td>3.91</td>
<td>84.4%</td>
<td>23.2%</td>
</tr>
<tr>
<td>USHER You Make Me Wanna... (LaFace/Arista)</td>
<td>3.98</td>
<td>3.95</td>
<td>4.11</td>
<td>4.05</td>
<td>49.4%</td>
<td>10.4%</td>
</tr>
<tr>
<td>LEANN RIMES How Do I Live (Curb)</td>
<td>3.97</td>
<td>3.90</td>
<td>3.93</td>
<td>3.98</td>
<td>83.2%</td>
<td>22.2%</td>
</tr>
<tr>
<td>CHUMBAWAMBA Tubthumping (Republic/Universal)</td>
<td>3.91</td>
<td>3.85</td>
<td>3.75</td>
<td>3.54</td>
<td>70.6%</td>
<td>14.8%</td>
</tr>
<tr>
<td>BOYII MEN 4 Seasons Of Loneliness (Motown)</td>
<td>3.83</td>
<td>3.93</td>
<td>3.85</td>
<td>3.78</td>
<td>65.7%</td>
<td>14.8%</td>
</tr>
<tr>
<td>JEWEL Foolish Games (Atlantic)</td>
<td>3.83</td>
<td>3.88</td>
<td>3.71</td>
<td>3.69</td>
<td>85.7%</td>
<td>27.4%</td>
</tr>
<tr>
<td>SMASH MOUTH Walkin' On The Sun (Interscope)</td>
<td>3.78</td>
<td>3.65</td>
<td>3.59</td>
<td>3.42</td>
<td>68.4%</td>
<td>17.3%</td>
</tr>
<tr>
<td>WILL SMITH Men In Black (Columbia)</td>
<td>3.70</td>
<td>3.72</td>
<td>3.76</td>
<td>3.74</td>
<td>89.4%</td>
<td>33.8%</td>
</tr>
<tr>
<td>MATCHBOX20 Push (Lava/Atlantic)</td>
<td>3.69</td>
<td>3.81</td>
<td>3.77</td>
<td>3.67</td>
<td>84.4%</td>
<td>24.4%</td>
</tr>
<tr>
<td>PUFF DADDY &amp; FAITH EVANS I'll Be Missing... (Bad Boy/Arista)</td>
<td>3.62</td>
<td>3.80</td>
<td>3.75</td>
<td>3.98</td>
<td>82.7%</td>
<td>31.9%</td>
</tr>
<tr>
<td>ALLURE All Cried Out (Crave)</td>
<td>3.65</td>
<td>3.74</td>
<td>3.88</td>
<td>3.56</td>
<td>62.2%</td>
<td>14.6%</td>
</tr>
<tr>
<td>TONIC If You Could Only See (Polydor/A&amp;M)</td>
<td>3.56</td>
<td>3.63</td>
<td>3.77</td>
<td>3.66</td>
<td>74.6%</td>
<td>25.2%</td>
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<tr>
<td>FIONA APPLE Criminal (Work)</td>
<td>3.48</td>
<td>3.39</td>
<td>3.45</td>
<td>3.35</td>
<td>56.5%</td>
<td>18.5%</td>
</tr>
<tr>
<td>INDJ Love You Down (So So Def/Columbia)</td>
<td>3.47</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>57.8%</td>
<td>17.8%</td>
</tr>
<tr>
<td>98 DEGREES Invisible Man (Motown)</td>
<td>3.41</td>
<td>3.44</td>
<td>3.56</td>
<td>3.64</td>
<td>56.5%</td>
<td>18.5%</td>
</tr>
<tr>
<td>PAULA COLE I Don't Want To Wait (Imago/WB)</td>
<td>3.41</td>
<td>3.54</td>
<td>3.52</td>
<td>3.37</td>
<td>75.3%</td>
<td>24.9%</td>
</tr>
<tr>
<td>MIGHTY MIGHTY BOSSTONES The Impression... (Big Rig/Mercury)</td>
<td>3.39</td>
<td>3.59</td>
<td>3.52</td>
<td>3.36</td>
<td>65.9%</td>
<td>21.2%</td>
</tr>
<tr>
<td>SARAH McLACHLAN Building A Mystery (Arista)</td>
<td>3.35</td>
<td>3.43</td>
<td>3.47</td>
<td>3.41</td>
<td>72.6%</td>
<td>26.2%</td>
</tr>
<tr>
<td>ROBYN Show Me Love (RCA)</td>
<td>3.33</td>
<td>3.27</td>
<td>3.34</td>
<td>3.40</td>
<td>66.2%</td>
<td>19.5%</td>
</tr>
<tr>
<td>ELTON JOHN Something About... (Rocket/A&amp;M Associated)</td>
<td>3.32</td>
<td>3.51</td>
<td>—</td>
<td>—</td>
<td>50.8%</td>
<td>12.6%</td>
</tr>
<tr>
<td>MARIAH CAREY Butterfly (Columbia)</td>
<td>3.31</td>
<td>3.52</td>
<td>3.42</td>
<td>—</td>
<td>57.3%</td>
<td>15.6%</td>
</tr>
<tr>
<td>SPICE GIRLS 2 Become 1 (Virgin)</td>
<td>3.25</td>
<td>3.35</td>
<td>3.29</td>
<td>3.29</td>
<td>79.3%</td>
<td>31.4%</td>
</tr>
<tr>
<td>AMY GRANT Takes A Little Time (A&amp;M)</td>
<td>3.20</td>
<td>3.39</td>
<td>3.48</td>
<td>3.25</td>
<td>52.1%</td>
<td>15.3%</td>
</tr>
<tr>
<td>IMANI COPPOLA Legend Of A Cowgirl (Columbia)</td>
<td>3.16</td>
<td>3.12</td>
<td>3.12</td>
<td>3.19</td>
<td>42.7%</td>
<td>15.3%</td>
</tr>
<tr>
<td>EN VOGUE Too Gone, Too Long (EastWest/EGG)</td>
<td>3.12</td>
<td>3.32</td>
<td>3.43</td>
<td>3.17</td>
<td>30.1%</td>
<td>9.9%</td>
</tr>
<tr>
<td>SHE MOVES Breaking All The Rules (Goldenvoice)</td>
<td>3.01</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>27.7%</td>
<td>11.4%</td>
</tr>
<tr>
<td>HANSON I Will Come To You (Mercury)</td>
<td>2.95</td>
<td>3.23</td>
<td>—</td>
<td>—</td>
<td>27.4%</td>
<td>9.4%</td>
</tr>
<tr>
<td>DURAN DURAN Electric Barbarella (Capitol)</td>
<td>2.85</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>29.4%</td>
<td>10.1%</td>
</tr>
<tr>
<td>PEACH UNION On My Own (Mute/Epic)</td>
<td>2.78</td>
<td>3.20</td>
<td>3.23</td>
<td>3.05</td>
<td>33.1%</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

Total sample size is 400 respondents with ±4.5 margin of error. Total average familiarity estimates are based on a scale of 1-5 (1 = dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total base represents the number of respondents who said they were tired of hearing the song. Sample composition is based on females aged 12-34, who responded favorably to a CHR/Pop musical montage in the following regions and markets: EAST: Baltimore, Boston, Buffalo, Long Island, New York, Philadelphia, Providence, Washington, DC. SOUTH: Atlanta, Charlotte, Dallas, Houston, Miami, New Orleans, Norfolk, Orlando, Tampa. MIDWEST: Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis. WEST: Los Angeles, Portland, Salt Lake City, San Diego. Songs are removed from Callout America after 20 weeks of testing. ©1997 R&R Inc.
### CHRISTIAN ROCK/PRESET POP Top 50

**November 7, 1997**

<table>
<thead>
<tr>
<th>ARTIST/TITLE (LABEL)</th>
<th>FLW</th>
<th>WFU</th>
<th>WWDB</th>
<th>WMUS</th>
<th>WUAU</th>
<th>TOTAL PLAYS</th>
<th>TOTAL STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SUGAR RAY (Lava/Atlantic)</td>
<td>7244</td>
<td>7154</td>
<td>7097</td>
<td>6942</td>
<td>2373</td>
<td>134/0</td>
<td></td>
</tr>
<tr>
<td>2. CHUMBAWUMBA Tuthumping (Republic/Universal)</td>
<td>6213</td>
<td>5447</td>
<td>4200</td>
<td>3473</td>
<td>134/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. MATCHBOX 20 Push (Lava/Atlantic)</td>
<td>5631</td>
<td>5824</td>
<td>6103</td>
<td>6147</td>
<td>125/1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. JEWEL Foolish Games (Atlantic)</td>
<td>5495</td>
<td>5801</td>
<td>6339</td>
<td>6647</td>
<td>121/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. LENNIE HOW Do I Live (Curtis)</td>
<td>5281</td>
<td>5590</td>
<td>5474</td>
<td>5511</td>
<td>113/0</td>
<td></td>
<td></td>
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</table>

### BREAKERS

**Backstreet Boys**

**As Long As You Love Me (Jive)**

<table>
<thead>
<tr>
<th>ARTIST/TITLE (LABEL)</th>
<th>FLW</th>
<th>WFU</th>
<th>WWDB</th>
<th>WMUS</th>
<th>WUAU</th>
<th>TOTAL PLAYS</th>
<th>TOTAL STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. JOHN MELLENCAMP Without Expression (Mercury)</td>
<td>4275</td>
<td>5755</td>
<td>5755</td>
<td>5755</td>
<td>5755</td>
<td>27/0</td>
<td></td>
</tr>
<tr>
<td>2. JANET Together Again (Virgin)</td>
<td>4709</td>
<td>4709</td>
<td>4709</td>
<td>4709</td>
<td>4709</td>
<td>26/0</td>
<td></td>
</tr>
<tr>
<td>3. BLESS IO UNION Light In Your Eyes (Capitol)</td>
<td>4255</td>
<td>4255</td>
<td>4255</td>
<td>4255</td>
<td>4255</td>
<td>25/0</td>
<td></td>
</tr>
<tr>
<td>4. SAVAGE GARDEN Truly Madly Deeply (Capitol)</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>25/0</td>
<td></td>
</tr>
<tr>
<td>5. ALANA DAVIS 32 Flavors (Elektra/EEG)</td>
<td>3875</td>
<td>3875</td>
<td>3875</td>
<td>3875</td>
<td>3875</td>
<td>25/0</td>
<td></td>
</tr>
</tbody>
</table>

**Most Added**

<table>
<thead>
<tr>
<th>ARTIST/TITLE (LABEL)</th>
<th>FLW</th>
<th>WFU</th>
<th>WWDB</th>
<th>WMUS</th>
<th>WUAU</th>
<th>TOTAL PLAYS</th>
<th>TOTAL STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. BOYZ II MEN Invisible (Elektra)</td>
<td>3825</td>
<td>3825</td>
<td>3825</td>
<td>3825</td>
<td>3825</td>
<td>119/0</td>
<td></td>
</tr>
<tr>
<td>2. DIONNE WARWICK Missing You (Columbia)</td>
<td>3372</td>
<td>3372</td>
<td>3372</td>
<td>3372</td>
<td>3372</td>
<td>109/0</td>
<td></td>
</tr>
<tr>
<td>3. JOHNNY CASH Rhythm &amp; Blues (Columbia)</td>
<td>3095</td>
<td>3095</td>
<td>3095</td>
<td>3095</td>
<td>3095</td>
<td>102/0</td>
<td></td>
</tr>
<tr>
<td>4. MEREDITH BROOKS What Would Happen (Capitol)</td>
<td>2875</td>
<td>2875</td>
<td>2875</td>
<td>2875</td>
<td>2875</td>
<td>95/0</td>
<td></td>
</tr>
<tr>
<td>5. LISsb O (Geffen)</td>
<td>2875</td>
<td>2875</td>
<td>2875</td>
<td>2875</td>
<td>2875</td>
<td>95/0</td>
<td></td>
</tr>
</tbody>
</table>

### Hottest Recurrents

<table>
<thead>
<tr>
<th>ARTIST/TITLE (LABEL)</th>
<th>FLW</th>
<th>WFU</th>
<th>WWDB</th>
<th>WMUS</th>
<th>WUAU</th>
<th>TOTAL PLAYS</th>
<th>TOTAL STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CHUMBAWUMBA Tuthumping (Republic/Universal)</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>25/0</td>
<td></td>
</tr>
<tr>
<td>2. JANET Together Again (Virgin)</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>25/0</td>
<td></td>
</tr>
<tr>
<td>3. BLESS IO UNION Light In Your Eyes (Capitol)</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>25/0</td>
<td></td>
</tr>
<tr>
<td>4. SAVAGE GARDEN Truly Madly Deeply (Capitol)</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>4200</td>
<td>25/0</td>
<td></td>
</tr>
<tr>
<td>5. ALANA DAVIS 32 Flavors (Elektra/EEG)</td>
<td>4200</td>
<td>4200</td>
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**Breakers**: Songs registering 2000 plays or more for the first time. Station awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on T&R in-line.
**NEW & ACTIVE**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Stations</th>
<th>Plays</th>
<th>Adds</th>
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</thead>
<tbody>
<tr>
<td>MARY J. BLIGE</td>
<td>Everything</td>
<td>513</td>
<td>36</td>
<td>1</td>
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<tr>
<td>BLESSID UNION</td>
<td>Light In Your Eyes</td>
<td>540</td>
<td>25</td>
<td>0</td>
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<tr>
<td>KID MERCY</td>
<td>Kiss You All Over (Arista)</td>
<td>357</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td>BILLIE MYERS</td>
<td>Kiss The Rain</td>
<td>379</td>
<td>16</td>
<td>1</td>
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<tr>
<td>JOCK JAM</td>
<td>Jack Jam (Tommy Boy)</td>
<td>28</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>MICHAEL BOLTON</td>
<td>The Best Of Love</td>
<td>34</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>ALANA DAVIS</td>
<td>32 Flavors (Elektra/Egg)</td>
<td>210</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>AQUA</td>
<td>Lollipop (Candyman) (MCA)</td>
<td>223</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>OLIVE</td>
<td>You're Not Alone (RCA)</td>
<td>20</td>
<td>7</td>
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</tbody>
</table>

SOMETHING FOR THE PEOPLE My Love Is The D.I.Y. (Warner Bros.)
Total Plays: 522, Total Stations: 43, Adds: 14

**NEW RELEASES**

**ADDS NOVEMBER 11**

**Aerosmith** — "Pink" (Columbia)
**Lauren Christy** — "Magazine" (Mercury)
**Dog's Eye View** — "Last Letter Home" (Columbia)
**Sarah McLachlan** — "Sweet Surrender" (Arista)
**Space Monkeys** — "Sugar Cane" (Chignon/Factoy/Interscope)
**Jen Trynin** — "Getaway (February)" (Squint/MB)
**Verve** — "Bittersweet Symphony" (Hut/Virgin)

**SONGS RANKED BY TOTAL PLAYS**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Total Plays</th>
<th>Total Stations</th>
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<tr>
<td>JAI J BELIEVE</td>
<td>RCA</td>
<td>261</td>
<td>34</td>
</tr>
<tr>
<td>BARBRA STREISAND &amp; CELINE DION</td>
<td>All I Ask (Socol/Columbia)</td>
<td>235</td>
<td>24</td>
</tr>
<tr>
<td>NODIGGS</td>
<td>On And On (Mother Island)</td>
<td>223</td>
<td>24</td>
</tr>
<tr>
<td>LADY COOL</td>
<td>Phenomenon</td>
<td>229</td>
<td>18</td>
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<tr>
<td>TAJA SEVILLE</td>
<td>I &amp; I (550 Music)</td>
<td>223</td>
<td>15</td>
</tr>
<tr>
<td>DJ JAM</td>
<td>L-L-Lies (Djork)</td>
<td>218</td>
<td>14</td>
</tr>
<tr>
<td>KIM FOX</td>
<td>Wanna Be A Witch</td>
<td>182</td>
<td>11</td>
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**PLATINUM KISSES** — Who needs chocolate when you can have platinum? Jive recently presented R&R with a multi-platinum plaque for 2 million in sales of Bob Carlisle’s "Butterfly Kisses." R&R’s Tony Nova (l) and Kevin McCabe (second from left) accepted the plaque from (r-l) Jive Sr. VP/Hop Promo Jack Selffer, National Promo Dir. Karen McCollan, and National Dir/Crossover John McMann.

**COME ON DOWN** — WPLJ/New York “Showgram” producer Albert Remano (l) and remote correspondent "Kevork" (r) "came on down to interview The Price Is Right host Bob Barker at CBS Television City in Los Angeles.

**‘HAPPY DAYS’ ARE HERE AGAIN?** — Columbia artist Michael Bolton (r) is "back on his feet again" and seven here doing his best "Arthur Fonzie" impersonation. Could Z104/Washington PD Dale O’Brian be trying out as his "Potter Webber" sidekick?

**JEWEL-ISH GAMES** — KRBE/Houston recently hosted the Lilith Fair at the Woodlands Pavilion, which featured a performance by Atlantic artist Jewel (c). Having a go at a time are KRBE PD John Reese (l) and MD Jay Michael.
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<tr>
<td>MARVIN HAMLIS</td>
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<td>SUGAR HAMi</td>
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**CHR/RHYTHMIC TOP 50**

**NOVEMBER 7, 1997**

<table>
<thead>
<tr>
<th>ARTIST TITLE LABEL(S)</th>
<th>CHART</th>
<th>TOTAL PLAYS</th>
<th>TOTAL STATIONS/NOWS</th>
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</thead>
<tbody>
<tr>
<td>** Most Added **</td>
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<tr>
<td>** MOST INCREASED PLAYS **</td>
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### Chart Breakdown
- **Most Added**: Songs that have seen the largest week-to-week increases in total plays.
- **Most Increased Plays**: Songs with the most significant increase in total plays over the previous chart.
- **Hottest Recurrents**: Songs that have seen increased interest after recurrent airplay.

### Most Added Tracks
- **Backstreet Boys**
- **Bryan Adams**
- **Blackstreet**

### Hottest Recurrents
- **Bryan Adams**
- **Blackstreet**
- **Maraiah Carey**

### Chart Notes
- Songs ranked by total plays. Weighted chart appears on BAR ONLINE.
- Breakers: Songs registering 500 plays or more for the first time. Busts awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most increased Plays also the songs with the greatest week-to-week increases in total plays. Weighted chart appears on BAR ONLINE.

---

**Already On**

- **HOT 97 POWER 106 WPGC KIIS 92Q**
- **KKFR WWKX KGKI WJBT KCAQ KLYZ**
- **WBTT WJMH WBHJ WHHH**
- and many more

**Most Added Urban**

Executive Produced by Andrew Shack & Violet Brown
HIP HOP TOP 20

1. **BUSTA RHYMES** - Put Your Hands... (Electra/EGG) [3782, 3748, 119/1]
2. **L.L. COOL J** - Phenomenon (Def Jam/Mercury) [3309, 3657, 122/3]
3. **MASE** - Feel So Good (Bad Boy/Arista) [2867, 2729, 118/0]
4. **SALT-N-PEPA** - R U Ready (Red Ant/London/Island) [2519, 2356, 121/2]
5. **MASTER P** - Miss My Homies (No Limit/Priority) [2125, 2115, 95/6]
6. **PUFF DADDY & THE FAMILY** - Been Around... (Bad Boy/Arista) [2005, 1950, 98/1]
7. **MACK 10** - Backyard Boogie (Priority) [1537, 1863, 60/1]
8. **JAY-Z** - Sunshine (Roc-A-Fella/Def Jam/Mercury) [1412, 1095, 84/2]
9. **NOTORIOUS B.I.G.** - Mo Money Mo Problems (Bad Boy/Arista) [1274, 1334, 39/0]
10. **MIG Tha Girl** (Universal) [1200, 978, 72/5]
11. **NOTORIOUS B.I.G.** - Sky's The Limit (Bad Boy/Arista) [1072, 1091, 68/0]
12. **BONE THUGS-N-HARMONY** - I Could Teach Them About Love (Relativity) [983, 1327, 43/0]
13. **WILL SMITH** - Just Cruisin' (Columbia) [670, 947, 60/0]
14. **LIL KUN丁** - Just Me & U (C-Note/No Love) [633, 779, 70/5]
15. **WYLIE JEN** - Quantram (Krushhouse/Columbia) [729, 1281, 34/0]
16. **WILL SMITH** - Men In Black (Columbia) [706, 842, 23/0]
17. **SCARFACE** - Mary Jane (Rac-A-Lot) [695, 854, 54/2]
18. **PUFF DADDY & FAITH EVANS** - It'll Be... (Bad Boy/Arista) [693, 842, 24/0]
19. **HEAVY D** - I'll Do Anything (Universal) [651, 984, 41/0]
20. **RAKIM** - Guess Who's Back (Universal) [617, 489, 68/7]

**NEW & ACTIVE**

LEAHN RYMES - How Do I Live (Cindi) [Total Plays: 270, Total Stations: 7, Addts: 0]
SWIFT FRED - Rain Love My Cool (RCA) [Total Plays: 276, Total Stations: 16, Addts: 0]
TONY TONE - Truck Boys... (Mercury) [Total Plays: 260, Total Stations: 18, Addts: 3]
DAMRAK ORCHESTRA - Tonight (Columbia) [Total Plays: 259, Total Stations: 11, Addts: 1]
VERDONICA ROSE - (T.I.A.) [Total Plays: 257, Total Stations: 12, Addts: 1]
DRU HILL - 5 Steps (Island) [Total Plays: 250, Total Stations: 15, Addts: 2]
MARINA CAREY - Breakdown (Columbia) [Total Plays: 244, Total Stations: 8, Addts: 0]
KARLY - You & Me (RCA) [Total Plays: 243, Total Stations: 7, Addts: 1]
SHADY DOGG DOGS - We Just Wanna Party... (Columbia) [Total Plays: 238, Total Stations: 5, Addts: 0]
HI-TOWN - Like It Slow (Relativity) [Total Plays: 235, Total Stations: 11, Addts: 1]
SHE MOVES - Breaking All The Rules (Garth) [Total Plays: 223, Total Stations: 9, Addts: 0]
DAINTY PUNK - Around The World (Virgin) [Total Plays: 216, Total Stations: 10, Addts: 0]
MARY J. BLIGE - A Dream (LaFace/Island) [Total Plays: 186, Total Stations: 3, Addts: 0]
LIL' Kim - Money Talks (Arista) [Total Plays: 171, Total Stations: 4, Addts: 0]
DIANA KING - (Lo-Lo) [Total Plays: 170, Total Stations: 11, Addts: 1]
JANET - (Get) Lonely (Virgin) [Total Plays: 163, Total Stations: 3, Addts: 0]
NOTORIOUS B.I.G. - Love (Bad Boy/Arista) [Total Plays: 157, Total Stations: 4, Addts: 0]
LIGHTER SHADE OF GREEN - Where You Want 'Em (Green) [Total Plays: 153, Total Stations: 8, Addts: 0]
LIL' SUZY - Can't Get You Out Of My Mind (Metropolitan) [Total Plays: 150, Total Stations: 3, Addts: 0]
NONA - Stay In Love (Motown) [Total Plays: 142, Total Stations: 3, Addts: 0]

**NEW RELEASES**

**ADDS NOVEMBER 11**

K.P. & Envyl - "Swing It My Way" (EastWest/EGG)
Nastyboy Klick - "AZ Side" (GlossNote/Mercury)
Playa - "Don't Stop..." (Def Soul/Def Jam/Mercury)
Rome - "Crazy Love" (RCA)
Sermon, Murray & Redman - "Rapper's Delight" (Priority)

**CHR/RHYTHMIC REPORTERS**

Stations and their adds listed alphabetically by market

**CHR/RHYTHMIC** November 7, 1997 R&R • 45
In 1989, when vehicle African-American music of their concept came mainstream Urban chart (10/24).

**In My Opinion**

with Mark Dylan, PD

I'd like to address Urban AC's reluctance to embrace many of the "new" progressive soul artists in today's music mainstream. To be fair, many Urban AC outlets, such as KJMS/Memphis, WYLD/New Orleans, and WAKD/Houston, are at the forefront in not only establishing these artists' hit records, but also re-imaging these acts to "core" status within the format.

This is very encouraging as we slip into the next century, because as the Urban AC format has begun to gain an excellent niche in the highly competitive ratings wars (both nationally and locally), there remains a gap between the programming mentality of the "baby boomer" generation and that of the more progressive/aggressive, video-driven "Generation X." There are pros and cons to each mentality, but a good balance can be very healthy for your listeners, the record labels, and, bottom line, your ratings.

In my opinion, "baby boomer" formats are based on the belief that if you supervise '60s, '70s, and '80s gold with a very limited rotation of current hits, this safe form of "passive" programming will lock down 25-34 demos. This is initially true in start-up situations, but staying with this formula will eventually lead to burnout, particularly if your market includes mainstream and Hip-Hop outlets. You've slowly but surely alienated the 25-34 cell of your 25-34 demo.

Because lifestyles in the 25-34 demo are diverse, a 54-year-old daughter, and TSLS are as diverse as in-office, at-home, in-commute, etc. It is your responsibility as a programmer to recognize not only retail movement and chart research, but WH1, BET, and MTV activity as well. That in mind, it's impossible to "sleep" on some of the hot new acts (Erykah Badu, Maxwell, Dru Hill) or the new and developing (Colour Club, Adriene Evans, Brietta McWilliams) acts that someday, in the very near future, will be the "core" artists that Luther Vandross, Anita Bakers, Aretha Franklin, and Whitney Houston have been in the birth of Urban AC.

Peace, profits, and think ahead.
Promoting Compassion And Kindness

Four stations lay out how they plan to make the holidays a wonderful time for those less fortunate.

Once again, we’re close to the holidays, and I’m sure most of you are all set to go. However, if you’re not, I’ve talked with four individuals at different stations about what their stations will be doing this Thanksgiving and Christmas. Each station has taken a unique approach to being active in their communities and helping others.

Radio And TV

Working Together

KIJI, Los Angeles Promotions Director Cassandra Robinson told me about some of things her station is doing this year. “Once again, KIJI is teaming up with the cast of the UPN TV show Sparks and Good News to present the second annual ‘Sparks Of Hope For The Holidays’ food drive. The idea of the food drive is to get our listeners to donate canned goods to help feed those who are less fortunate. We’ll be providing meals for 5000 to 8000 homeless people for Thanksgiving.”

Robinson said that the station will begin promoting the effort on November 3. “We’ll tell our listeners about how to donate food for the drive. For example, anyone donating 1000 cans of food or 20 turkeys can win a walk-on appearance on either of the two TV shows. Anyone donating 10 cans or more will receive four seats to a live taping of the shows. We’ll be broadcasting live from the event, and our personalities will be on hand, as will the casts of both shows. Plus, we’ll also be giving away more than 200 turkeys on the steps of Compton City Hall.”

Christmas, of course, means toys and children, and KIJI is ready to make sure some local kids have a great Christmas morning. “For Christmas, we’re doing an event called House Full Of Toys ’97 event, which brings cheer to children who are less fortunate. We ask our listeners and sponsors to donate unwrapped toys to be distributed to charities and shelters throughout Southern California. This event will culminate with a benefit concert at the House Of Blues on December 20. Last year’s concert featured Stevie Wonder.”

Advance Planning Essential

For WPHI/Philadelphia Promotions Director Tonya Byrd, the key to the success of her station’s holiday activities is planning far in advance what events WPHI will participate in. An interesting aside: Byrd is a graduate of George Washington University’s School of Business event planning program, a newly created curriculum that has served her well. “As of last week, I’ve already completed my entire event calendar through December 1996,” Byrd said. “Now I know exactly which events I have coming up, and that enables me to tie in other entities for proper execution. This way we know which events I have to get city permits for or work out the venues for in order for everything to work successfully. Not to mention that we may have to secure talent for some of the things we’ve planned. The schedule also includes budgets.”

What’s planned for the upcoming holidays? “We started our Thanksgiving promotion the last week of September, and we tied that in with our promotional screening of the movie Scud Food, where we bought out the seating for an entire theater. The criteria for anyone to come in to see the movie was that they had to donate a can of nonperishable food. We collected over a hundred pounds that evening.

“The morning show is currently out daily. “Some of the great things we’re doing this year are less fortunate. We’re also involved at other stations when we’ve done that. What good is a turkey to someone who is homeless and has no way to cook it? What do they do? We found that it’s better to tie in with a sponsor and have our air personalities deliver prepared meals with all the trimmings to families in transition.”

“Our morning show is currently out daily. “Some of the great things we’re doing this year are less fortunate. We’re also involved at other stations when we’ve done that. What good is a turkey to someone who is homeless and has no way to cook it? What do they do? We found that it’s better to tie in with a sponsor and have our air personalities deliver prepared meals with all the trimmings to families in transition.”

Different Cultures

KMJX-FM/Phoenix President/ GM Art Mobley told me that his station likes to reach out to the African American and Hispanic communities. “For Thanksgiving and Christmas, we do an annual toy drive in conjunction with one of our friendly radio partners in the market, Spanish-language KBWA. Our joint toy drive reaches out to the Hispanic community.

“We’re also involved in an international tree-trimming festival that takes place at the Bank One Center in downtown Phoenix. They have decorated trees from countries all over the world, and they’ll be adding some entries from countries in Africa this year.

“Beyond that, we’ll be doing our annual ‘Market Place’ in conjunction with the Black MBA Association here. This begins the day after Christmas and runs through New Year’s, which is when the national Kwanzaa celebration takes place. That takes us into the King Holiday celebration. We do all of these things with on-air promotion, and in some cases we have corporate sponsorships, particularly with the toy drive and the Bank One event.”

Mobley mentioned one event that KMJX does that sounded particularly interesting. “It’s an annual ‘Sock Drive’ with the First Institutional Baptist Church of Phoenix. Why something as simple as socks? “Because many homeless people come here to our warmer climate during the winter. We do this drive for kids. Many of them have no socks to wear and aren’t able to keep their feet dry and warm. It still gets pretty cold here in the winter.”

Keeping Kids Warm

WILL-FM/Detroit Promotions Director Maureen Barkume talked about the station’s annual bread-and-butter event effort, as I like to call it. “As you know, we dedicate the entire month of November to ‘Coats For Kids.’ We are responsible for the entire process, from fund-raising to ordering the coats to actually distributing the coats to the children. This is our 16th annual Coats For Kids event, and we also like to do our movie mattreses for parents and their kids for only 98 cents. All those proceeds go to Coats For Kids.

“We also do what we call ‘A Cola Prison,’ where we put one of our air personalities inside a prison cell we build with some type of cola cases, and we sell the pop. All the money goes to Coats For Kids. The only reason we call it a cola prison is because we don’t always know if it’s going to be Coke or Pepsi as our sponsor.

“Our largest fund-raiser is the ‘28 Hours Live Radiothon,’ which we’ve been doing for the last four years. Mason, our morning personality, broadcasts live for 28 hours. This year it will be on November 20 and 21.”

What happens during the broadcast? “We ask our listeners to donate money for new coats for the kids or go out and buy a new coat and bring it to us for one of the kids. We have celebrities come out and do interviews in which they encourage people to help. The RadioThon generates approximately $150 000 toward this effort each year.”

Barkume mentioned that the station’s sales department is integral to the success of the holiday promotions. "They really do a great job because they get their clients involved in the promotions and sponsorships. These are just some of the special seasonal events happening at Urban radio. Let me be the first to say, Happy holidays!"
"Captain"
Kris McClendon
1958 - 1997

Thank you for your outstanding contributions to the music industry.

You made a difference and you will be greatly missed.
WHAT ABOUT "YOUNG, SAD and BLUE"?

"Young, Sad & Blue," the anthem written, performed and co-produced by Lysette is the Generation X composition about the broken-hearted. Both musically and lyrically, this song stands alone in its quality.

MUSICALLY

"Young, Sad & Blue" blends the genius of the U.K.'s Trip-Hop (Portishead, Tricky, Massive Attack) with the pure R&B/Hip-Hop sounds of mega-producer Dallas Austin's camp. With the marriage of these two genres, the result is innovation, passion and authenticity. "Young, Sad & Blue" marks the beginning of TRIP-HOP SOUL!!!

LYRICALLY

Read the lyrics for "Young, Sad & Blue" so you can feel how poignant they are. And coming from a 21 year old woman, they're that much more impressive. "Young, Sad & Blue" could be a passage written in Lysette's diary - documenting how her man made her feel by cheating and lying. And though she's sad, she's not a victim. She's moving on. She has clarity. We've all been there . . . .

The unique distinction in this song is that it's liberating. And it's as much for the fellas as it is for the ladies. Fellas, you all have been "Young, Sad & Blue," too. So forget that first impression, no male-bashing here . . . .

CHECK IT OUT

LYSEETE

YOUNG, SAD and BLUE

C-ORUS

YOUNG, SAD AND BLUE CUZ WE'RE THROUGH
AND NO ONE'S GONNA WANT YOU, BOY

HMM, HATE TO SOUND SAD AND BLUE
BECAUSE I'M ACTUALLY ELATED THAT I'M GETTING RID OF YOU

NO MORE CRANK CALLS ON MY TELEPHONE
AND A CHICKENHEAD ASKING ME, BABY, IF YOU'VE COME HOME

WANDERING EYES, ENDLESS LIES, BOTTOMLESS PITS OF YOUR BULLSHIT
MAKING ME CRY

THINGS THAT AIN'T TRUE, PATIENCE FOR YOU
I GOTTA SAY GOOD-BYE TO ALL THIS PAIN
I HOPE I NEVER SEE YOUR FACE AGAIN, BECAUSE I'M
C-ORUS

I USED TO TRIP OFF YOUR CHEST AND PRETTY SMILE
BUT NOW I SEE YOUR TRUE CYLFF FOR WHAT YOU REALLY ARE

YOUR SEX WAS JUST TACTICS FOR THINGS YOU COULDN'T DO
AND NOW THAT WE'RE NOT TOGETHER, I DON'T HAVE TO THINK IT THROUGH

WANDERING EYES, ENDLESS LIES, BOTTOMLESS PITS OF YOUR BULLSHIT
MAKING ME CRY

THINGS THAT AIN'T TRUE, PATIENCE FOR YOU
I GOTTA SAY GOOD-BYE TO ALL THIS PAIN
I HOPE I NEVER SEE YOUR FACE AGAIN, BECAUSE I'M
C-ORUS
LYSETTE > YOUNG, SAD, and BLUE
The debut single from the forthcoming full-length album Staring At Me

Going For Adds 11.10 & 11.97
13 Urban Adds/16 Total Stations!

These Are The Early Believers:

**Jonathan Butler**

Do You Love Me?

- WXQL
- WCDX
- WPLZ
- WKGN
- WHNR
- WJTT
- WTMG
- WQHH
- KDKS
- WJZD
- WIBB
- WACR
- WIBB
- WJZN
- WYNN
- KZWA
- KHRN

On Tour

- 11/07 & 8 Boston, MA
- 11/09 Springfield, MA
- 11/11 Cleveland, OH
- 11/14 Chicago, IL
- 11/15 Dayton, OH
- 11/18 Kansas City, MO
- 11/19 St. Louis, MO
- 11/20 Cincinatti, OH
- 11/21 Charlotte, NC
- 11/22 Louisville, KY
- 11/23 Memphis, TN
- 11/25 Birmingham, AL
- 11/26 Montgomery, AL
- 11/27 Nashville, TN
- 11/28-30 Washington, DC

Check out the video on

From the album

Do You Love Me?

IN STORES NOW!

N2K-10005

www.jonathanbutler.com

Management: Siddons & Associates
NOVEMBER 7, 1997

NEW & ACTIVE

WILL DOWNING All About You (Mercury)
New Peak: 55. Total Sales: 42,318. Acclaim: 1
PLAY It Don't Stop The Music (Def Soul/Def Jam/Mercury
New Peak: 43. Total Sales: 33,626. Acclaim: 1
RAKIM Guess Who's Back (Universal)

MOST INCREASED PLAYS

ERYKAH BADU Tyron (Kedar/Universal)
TIMBALAND & MIAGO Lux 2 Lux (BlackGround/Atlantic)
BOYZ II MEN A Song For Mama (Motown)
MARIAH CAREY Let's Get Nu (Kedar/Universal)
SOUNDS OF BLACKNESS Hold On (Change Is...) (Change Is...)

HOTTTEST RECURRENTS

SCARFACE Mary Jane (Cap-A-Lot)
DRU HILL Never Make A Promise (Island)
LUKE VANDROSS When You Call Me...(LVEpic)
RAHSAAN PATTERSON Spend The Night (MCA)
MARIAH CAREY Honey (Columbia)
HEAVY D It Do Everything (Universal)
ERYKAH BADU Other Side Of The Game (Kedar/Universal)
ERIC BENET True To Myself (Warner Bros.)
WYCLEF JEAN Guantanamera (Rathbone/Columbia)

Breakers: Songs registering 100 plays or more for the first time.
"gotta be"

THE NEXT SINGLE TO SHINE FROM

JE

JAGGED EDGE

Going For Adds November 10&11
BREAKERS

MARIAN CAREY
Butterfly (Columbia)
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS
43/99
25/2

SOUNDS OF BLACKNESS
Hold On (Change Is Coming) (Perspective/A&M)
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS
358/104
24/3

AARON NEVILLE
Say What's In My Heart (A&M)
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS
352/77
22/1

MOST ADDED

ARTIST TITLE LABEL(S)
BOYZ II MEN A Song For Mama (Motown) 19
BRIAN MCKNIGHT Anytime (Mercury) 15
ERYKAH BADU Tyrone (Kedar/Universal) 10
WILL DOWNING All About You (Mercury) 4
TARAL Silly (Motown) 4
SOUNDS OF BLACKNESS Hold On... (Perspective/A&M) 3
MARIAN CAREY Butterfly (Columbia) 2
COLOMBIA Tenderness (JVC) 2
DESTINY'S CHILD No, No (Chess/RCA) 2
O'JAYS You Know (Global Soul/Freeworld) 2
RUBE BOYS Sink 'Em (Warner) 2
SAISON Never Had A Chance (K & L) 2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)
BOYZ II MEN A Song For Mama (Motown) +299
MARIAN CAREY Butterfly (Columbia) +197
SOUNDS OF BLACKNESS Hold On... (Perspective/A&M) +194
MARIAN CAREY Butterfly (Columbia) +99
AARON NEVILLE Say What's In My Heart (A&M) +77
JODIE Good Girls (Univ.) +69
TARAL Silly (Motown) +63
BRIAN MCKNIGHT Anytime (Mercury) +59
LSG My Body (EastWest/Epic) +58
LUTHER VANROSS When You Call On Me... (LV/Epic) +54

HOTTTEST RECURRENTS

GOD'S PROPERTY Stomp (R-rite/Interscope)
PATTI Labelle When You Talk About Love (MCA)
MAXWELL Whatever Wherever Whatever (Atlantic)
DIONNE FARRIS Hopeless (Columbia)
VANESSA WILLIAMS Happiness (Mercury)
O'JAYS What's Stopping You (Global Soul/Freeworld)
Rome Do You Like This (RCA)
4.1 Have A Little Mercy (Sage/Perspective/A&M)
ERYKAH BADU Next Lifetime (Kedar/Universal)
BABYFACE Every Time I Close My Eyes (Epic)

Songs ranked by total plays

Boyz II Men A Song For Mama (Motown)
Marian Carey Butterfly (Columbia)
Sounds Of Blackness Hold On (Change Is Coming) (Perspective/A&M)
Aarons Neville Say What's In My Heart (A&M)

This chart reflects airplay from October 27 - November 2. Songs ranked by total plays. Highlighted songs indicate Breakers: Songs registering 150 plays or more for the first time. Bulletin breaks are songs gaining at least 200 plays over the previous week. If two songs are tied in number of plays, the song being played on more stations during the previous week is placed first. Most recent increases in total plays is a increase in the greatest week-to-week increases in total plays. Weighted chart appears on R&R Online.

NEW & ACTIVE

BOYZ II MEN A Song For Mama (Motown)
Total Plays: 272, Total Stations: 23, Adds: 19
DRIU HILL We're Not Making Love No More (LaFace/Arista)
Total Plays: 258, Total Stations: 25, Adds: 1
USHIER You Make Me Wanna... (LaFace/Arista)
Total Plays: 249, Total Stations: 11, Adds: 1
K-CI & JOJO Last Night's Letter (MCA)
Total Plays: 242, Total Stations: 13, Adds: 0
ALIYAH The One I Gave My Heart To (BlackGround/Atlantic)
Total Plays: 230, Total Stations: 11, Adds: 1

SOMETHINGo FOR THE PEOPLE My Love Is The Shit! (Warner Bros.)
Total Plays: 232, Total Stations: 9, Adds: 1
ALLURE All Cried Out (EVG)
Total Plays: 227, Total Stations: 10, Adds: 0
JOE Good Girls (Jive)
Total Plays: 213, Total Stations: 19, Adds: 0
BOBBY BROWN Feeling Inside (MCA)
Total Plays: 194, Total Stations: 12, Adds: 0
O'JAYS Baby You Know (Global Soul/Freeworld)
Total Plays: 169, Total Stations: 17, Adds: 2

Our station magazines are like snowflakes.
No two are alike.

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• STATION MAGAZINES • CD & CASSETTE MAILERS
• DIRECT MAIL • MAILING LISTS • DATA BASE FORMULATION
CUSTOM PUBLISHING & MARKETING GROUP, INC.
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See more samples on the world wide web @ www.cpmgroupcinc.com

See what makes us so different!
### URBAN

<table>
<thead>
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<th>Station</th>
<th>City, State</th>
<th>Format</th>
<th>PD/MD</th>
</tr>
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<tr>
<td>K2G1-Baton Rouge, LA</td>
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<td>PD: Skip Green, MD: Dennis Lee</td>
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### URBAN AC

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</tr>
</tbody>
</table>

*Reporters listed alphabetically*
HOLD ON

the bold new single and video from
SOUNDS OF BLACKNESS

featuring the Roger Troutman Remix!

Try Love. The NAACP Stop the Violence/Start the Love campaign
Produced and arranged by Billy Beale and Levi Seacer for Flyte Tyme Productions, Inc.
Remixed by Roger Troutman for Roger Troutman Productions
Management: Kent Blackwelder / Management
http://www.amrecords.com
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Debut 37 Breaker Urban Chart
29 - 20 Breaker Urban AC Chart

BLACK AMERICA LOVES SOUNDS OF BLACKNESS! ONE SOUL TRAIN AWARD, TWO GRAMMY AWARDS, AND TWO STELLAR AWARDS!
KNIX, Martin Team For Huge Toy Drive

One of the most — if not the most — successful holiday-oriented events in Country radio is the Arizona Police Toy Drive, spearheaded by KNIX/Phoenix middayer W. Steven Martin. Last year, over 120,000 toys were collected and delivered to kids.

A longtime participant and stalwart of Martin’s distribution system: Over 700 Arizona police officers personally delivered gifts to their “adopted” families. Martin says, “Members of the police and sheriff’s departments come to the station in the first time givers once a year, especially in high-crime neighborhoods. The kids associate them with negative experiences. I thought if cops brought the toys, it might help turn that around.”

Each school wanting to participate is filled with parents for adoption. Often these are homes and kids with whom they’ve had personal contact. The officer gets a list from the kids in the house and, on specified days just prior to Christmas, they head to the warehouse where they can go through and pick out the gifts to fulfill the lists.

Last year, Martin expanded beyond Phoenix to Tucson, Prescott, Flagstaff, and Yuma. Toys could be dropped off at any Exxon station in the state. This year, he’s taken the first steps toward turning this into a national program. He’s connected with police organizations in Las Vegas, New York, and more of the major cities. The operation is still in the planning stage, especially in Colorado and Florida.

In addition to the tremendous good it does, Martin adds, “The KNIX sales department sells the heck out of this.” Among the clients are those wanting to be collection sites and, says Martin, “any advertiser looking to meet their listeners.”

A number of area companies also get involved. They ask employees to bring toys for the drive to the company’s holiday party. Martin personally attends more than 50 parties to pick up gifts and thank people.

Attracting Record Dollars

Finally, while this isn’t exactly in the altruistic spirit of the aforementioned holiday promotions, it’s still one of my all-time favorite ideas — and I can’t remember who first mentioned this to me years ago for getting some of that oh-so-hard-to-find cash for the police station.

Country stations are seemingly “locked out” of getting much advertising money from the police. Yet, what would it cost them to buy a number of radio spots to the drive and get kids to buy items for the police?

Hugentious commercials, which can first be pitched to clients as spec spots, rattled off the names of CDs by several hot rock acts — names no doubt foreign to even the shiest of parents. The final voiceover line informed the square due where said albums could be purchased.

This, of course, is more than just a Christmas campaign. Especially in the case of records, ongoing spots can alert parents to what’s hot and fashionable for their kids.

Hungrily, this idea can be so much more than merely a method of getting some extra dollars from record retailers. Alerting parents and grandparents to teens of this kind can be worth loads of money from accounts that might otherwise spend a dime on an adult radio station. In fact, it’s almost a public service. Take a step further, you could even develop a character who delivers the message’s central theme on a regular basis.

Making The Most Of The Birds And The Trees

Here are some tasty holiday promo ideas your station may want to consider

As hard as it is to believe, we’re once again approaching the holiday season. For most stations, it’s the busiest promotional time of the year and when they touch listeners most.

Here are a few ideas that other stations have found to be successful.

Innovative Ways To Give "Em The Bird

I think it was a Pilgrim who first came up with the “Turkey Shoot” contest. You know — the qualifying listener chooses which personality they want to "fire" the "gun" at the "bird." A correct guess produces a wounded-bird sound effect that wins a turkey for the lucky hunter. It was about two years after that contest began that programmiers began looking for variations. Here are a couple, plus some other things to do to keep your Thanksgiving promotions from becoming er, uh, turkey.

• A variation of the tried-and-true "Turkey Shoot" is to award big birds to those who correctly guess how many hours it will take to "bring down" the fowl. (WACO/Waco, TX)

• "Hold a "Feed-A-Friend" marathon, taking pledges for food items to benefit a charity such as the Salvation Army. Donations come in from businesses and individuals. (WXCT/Salt Lake City, MD)

• Collect country artist-autographed graphed drums throughout the month and give as prizes. (WRUR/Geneseo, NY)

• Donate to a local school for banners bearing their names and have guards protecting the space. Also, hold contests inside the mall. (WGAR/Cleveland)

• Collect country artist-autographed drumsticks and conduct a contest that placed one person on a skateboard while their partner propelled them down the mall with a leaf blower.

Looking For Something BIG?

If you’re searching for a major event that generates tons of publicity and attracts thousands of people, consult Rick Tees and conduct a contest that placed one person on a skateboard while their partner propelled them down the mall with a leaf blower.

A tangible event where the audience can see the benefit of being involved with your station does a lot more to build a meaningful brand-name image for the station than any cash giveaway can.

Stations must have a brand-name image that stands for something; a station’s image can’t just be country music anymore.

• Have businesses and individuals donate new and used items to sell during a marathon buy-auction. (WXNN/Baton Rouge)

• Have your personalities present at grade schools in December. (WGQY/Cincinnati)

• It’s a combination Career Day/line-dance lesson for grade school students. Personality talk to the kids about radio for a half hour, answer questions, and record a few of the answers for the next morning’s show. (WGQY/Wyo.)

• Coyote Kim taught the kids a line dance she choreographed to the Tractors’ "Santa Claus Boogie." For a finale, 10 students from each school she visited gathered to perform the line dance during half time of a Cincinnati Silverbacks soccer match.

• "R更具" — the Arizona State Fair — acts as a network for hard-to-find questions, and record answers. (KLAZ/Salt Lake City)

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Want Your Phones To Ring?

Listeners are demanding "More Than Everything"

KHAY in Ventura
bumped it up due to an unusually large number of requests, especially from males.

KEEY in Minneapolis says,
"It's the biggest ballad we have. It really stands out and the phones are GREAT."

KKCS in Colorado Springs
reports #1 phones three days in a row.

KUBL in Salt Lake City
is screaming about the success of this single. It has been in the 10 most wanted every night for the past two weeks. In fact, MD Steve Chase invites MDs and PDs to CALL HIM so he can tell you how well this record is working!! 801-464-8561

WSIX IN NASHVILLE
#1 in the top eight at eight four nights in a row.

play
Rhett Akins
"More Than Everything"

Top 10 Phones at: KALF, KYGO, KPLM, KJUG, KUBL, KIKE, KKCS, KSOP, WKIX, KZSN, KEEY, KRRV, WSIX and more!

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A UNIVERSAL MUSIC COMPANY
Sony has spent the past two years planning the launches of Monument and Lucky Dog.

"Monument is a mainstream country music record label," Butler says. "It's not different from [sister labels] Columbia or Epic, except that all of the artist signings will be uniquely country in the more traditional sense. As you hear them, you will know that; there won't be any question. It's really country, and it's that way by design."

Of Sony's other new imprint, Butler says, "Lucky Dog is just a total free spirit with a total in-your-face attitude. It's cutting-edge, alternative country artists who have already developed a fan base and sales. They've got themselves artistically need us to be their marketing arm."

The first two Lucky Dog releases are live albums by Asleep At The Wheel and David Allan Coe.

Familiar Name

Monogram was formed in 1958 by record producer Fred Foster. CBS Records — which was later purchased by Sony — took over the label in the '70s, but later discontinued it. In recent years, the Monument catalog has been re-packaged and marketed through Sony's New York office. The Monument catalog includes titles by Kris Kristofferson, Larry Gatlin, Roy Orbison, Boots Randolph, and others.

Explaining the reasons for re-activating the Monument logo, Butler says, "You could come up with Acme Records, but it has no credibility, history, or tradition to it. Monument has all those things. It's not unlike what MCA did with Decca."

A&R decisions for Monument — as well as Columbia, Epic, and Lucky Dog — will be made by Exec. VP Paul Worley and VP/ A&R Blake Chancey. "We have a unique A&R system," Butler notes. "We don't have specific label or artist assignments with our A&R staff. We work as a whole machine back there. They're working for everybody all the time. Obviously, if you're hearing 50 songs pitched to Collin Raye, you have to be able to say, 'Well, I hear that one for Ty Henderson.'"

At this point, Monument has one act, the Dixie Chicks. Describing the label's attraction to the trio, Butler says, "They're not like anything that's out there in sound and presentation. To me, the album is one of the best I've heard in five years."

The Texas-based trio fit the bill for that, they have in the obviously summer research, we were hearing that they wanted something different and fresh, but still country," Butler says. "That's sometimes easy and sometimes not so easy. If you're going to stick within the boundaries of what this format is how far can you stretch?"

Butler envisions a five-act roster for Monument. "I think we'll just have three by this time next year. It has to be very selective. We have to know upfront from what ever work of body they've already produced that it's going to be traditional country music."

Alternative 'Dog

Regarding the Lucky Dog imprint, why have most other labels been reluctant to address the alternative/progressive country niche? "It doesn't sell, quite honestly," Butler admits. "You can't do Nashville-type recordings with the budgets that are involved and ever hope to make any money. It has to be done on the slim."

With the live sets by asleep At The Wheel and Coe, along with ongoing plans to sign Johnny Paycheck, Lucky Dog's initial focus is on very acts with loyal fan base. However, Butler says future signings will be newer acts that have already enjoyed regional success.

"They'll be studio albums, but they won't be cut in Nashville," Butler says. "They'll be pretty low-budget projects, but low-budget does not equate to low-quality sound. That's a concept that some people don't grasp."

The acts will have plenty of experience performing the songs. "They play all their own instruments, they write all their own songs. They're not Robert Ellis Owens taking songs out on the road every night in live performance. They know what they're doing. They don't have to have a bunch of guys come into the studio to learn the material."

Regarding the potential for alternative country, Butler says, "You never know when one of these acts will explode — or that the whole genre will explode. To me, it's not unlike what happened with pop music out of the Seattle music scene. That same thing could happen. I'm not looking at this thing as try to be the Stax of mainstream country music. I'm looking at it as a very early evolving format, and I want to be on in the ground floor. I think other people are starting to see that as well."

As far as promoting and selling the music, Butler continues, "It's just a matter of getting some stations that are committed to the format in major markets. I think the reason we've pulled off so well is because we've got the two from having some major market stations. With an owner being able to have three Country signals in one market, what's he going to do? Play the same Top 30 records on all three stations and just have different air personalities?"

Butler concedes that alternative country's audience is small compared to that of mainstream country, he adds, "They're very passionate, and they buy a lot of music. They're very proactive consumers. They own a lot of music. Their record collections are hugely varied. They're hard-core purchasers. They're music lovers, which is something nice to tap into."

"Just having a positive audience that gets their fill of music on CMT for listening to the radio on their way home from work every day, that doesn't serve me. It serves radio fine, but it doesn't serve me, because I have to sell music to make money."

Monument Promotion

To gain airplay for Monument acts, Butler has assembled another promotion department, which includes VP/Promotion Larry Pareigis and Director/Promotion Bart Allmand. Butler says Pareigis and Allmand are committed to Monument's slant toward traditional sounds. "They're very much supportive of that and want to be true to that mission statement," he says. "Larry brings an energy from his radio background. As a former programmer, he's very sensitive to radio. Bart brings many years of experience of working at a label, plus being on the outside with his own promotion company and talking to countless radio people on a weekly basis. Together, they make a very good team."

Nobody can accuse Sony of not doing its radio groundwork to introduce Monument. "The Monument staff was on the road introducing themselves before they had a note of music," Butler says. "They were saying, 'We're a new record label.' The radio guys would say, 'Do you have any music?' And they'd say, 'No, we don't even know who our first act is — we'll be back.'"

No doubt, with the arrival of the Dixie Chicks' debut single, "I Can Love You Better," the Monument promotion team is now becoming more aggressive in its calls to radio. When Pareigis finally began asking for some advance music from the Dixie Chicks project, Butler joked, "What a neat concept, Larry. You're going out to meet radio, and you're not even asking them for anything."
TRISHA & GARTH
YEARWOOD BROOKS

“In Another’s Eyes”
Thank You For Two Weeks At #1
## Country Top 50

**NOVEMBER 7, 1997**

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<tr>
<th>Artist</th>
<th>Title</th>
<th>Label(s)</th>
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<td>Angel When Love Starts Talkin'</td>
<td>Curb</td>
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<tr>
<td>Shania Twain</td>
<td>How He Loves You And You Don't Know</td>
<td>Mercury</td>
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<td>Take It On Faith</td>
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**Breakers**

- **DEANA CARTER**: Did I Shave My Legs For This? (Capitol) 75% of our reporters on it (153 stations) 42 Adds • Moves 40-33

**Brooks & Dunn**

- **He's Got You (Arista)** 68% of our reporters on it (138 stations) 106 Adds • Moves 48-27

**Most Added**

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<tr>
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<td>Take It On Faith</td>
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### Chart Notes

- This chart reflects airplay from November 3-9. Songs ranked by total points. Highlighted songs indicate Breaker.
- Songs that are down in points for three consecutive weeks and below No. 1 are moved to recurrent, © 1997, R&R Inc.

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**During this season of sharing and joy, the Air Force and Clint Black have a special gift for you and your listeners.** It's a free hour-long program featuring Clint's singing songs from the season from his album Looking for Christmas and selections from his new album Nothin' But the Taillights. Licensed country music stations will receive this holiday program on CD by the first week of December. You can receive The Gift IV by calling 210-652-3937.

**Breakers** Song has achieved airplay at 60% of reporter base for the first time. Breaks determined by the number of songs playing to and/or played on the top 20 stations of the previous week. Top50 Points: The sum of each station's total plays of a song multiplied by the station's ratedlistening audience. Most increased Points into the songs with the greatest week-to-week increases in total points. Play Share: Ratings on all charted songs by total play. Most increased Points into the songs with the greatest week-to-week increases in total points.
The New Album Gallery

November 11, 1997

Paul Brandt: "Outside The Frame" (Reprise)

Canadian Paul Brandt found immediate success with his first single, "My Heart Has A History." His gold debut album, After The Storm, also earned the R&R No. 1 "I Do." Not bad for a guy who used to work at a hospital in Calgary. For his sophomore album, Brandt again recorded with producer Josh Leo. Brandt introduced the new material from "Outside The Frame" with "A Little In Love" and his name turns up on several co-writer credits. Among the highlights is "We Are The One," which he wrote for his wife, Elizabeth. Other writers contributing material include Leo, Max D. Barnes, Rick Bowles, and Steve Rosen. "The whole process of growing as a musician is a constant struggle to get to that place where there's nothing between what's in your heart and what's in your music," Brandt says. "I'm not sure if anyone ever reaches that point on an album, but I've come as close as I've ever been with Outside The Frame."

GOING FOR ADDS

November 10, 1997

Paul Johnson, PD
WSOC/Charlotte

RODNEY ATKINS "God Only Knows" (MCG/Curb)

I know the truth about Rodney Atkins! When I first met Rodney at the WSOC studios in July, I understood why a record label (MCG/Curb, in this case) might try to make him a star. He looks good! I also understood why they might want to. He's an extremely nice and sincere individual. Then he sang for the assembled crowd, mesmerizing them with his range of singing and emotion. From that point, it was easy to figure it out. Rodney is a star in waiting, and "God Only Knows" is his point of shining! He has played for WSOC and a crowd of thousands at the renowned Fish Camp Jam in Gastonia, NC. They, too, left as believers—but only after Rodney had sung his heart out for 50 minutes and signed his last autograph more than an hour after his set ended. If you've yet to see Rodney in person, don't miss the shot. The story he tells leading into "God Only Knows" will bring a tear to your eye and joy to your heart. When you hear it, you'll know the whole truth about Rodney. In the meantime, playing "God Only Knows" for your audience will share at least a part of the good truth!

OUT OF THE BOX

Kippi Brannon "The Greatest Love I've Ever Known"
Curb/Universal: Kippi Brannon, who gained attention with "Daddy's Little Girl" delivers an up-tempo tune from her debut album, I'll Be With You.

Keith Montgomery, PD
KAJA/San Antonio

RANCH "Walkin' The Country" (Capitol)

Who would have thought that a shot in the arm for country music would come from "down under"? First of all, let me say that I've been unimpressed by much of the product Nashville has been turning out as of late. But once in a while, there's a diamond in the rough. Although three songs on the Ranch's CD stand out for me — "Walkin' the Country" (the single), "Just Some Love," and the rowdy "Bank Don't Fail Me Now" – the CD just does not do these guys justice. Their stage show is awesome! Keith Urban is an Australian Johnny B. Goode, but that's not all. Throw in excellent percussion from Peter Clark and the energetic base of Jerry Flowers, and you've got a very energetic stage show. You've got to see them live!

WHAT IF WE SAID?

"If you still haven't heard about this record, and your desert island has a phone, give us a call. We'd love to tell you about the incredible response this record is getting."

-The Warner Bros. Promotion Team

Anita Cochran with Steve Wariner "What If I Said"

Chart 50 - 44 2nd most added 103 Total Stations

HEARING IS BELIEVING
NATIONAL RADIO FORMATS

AB ADDED NETWORKS

Coast-To-Coast
Mark Edwards • (214) 991-9200

ADDs:

* BROS & DUNN Hit You
* LEE & LEE Hit You

Hottest:

* MARK CHESNUTT Thank God For Believers
* CHARLIE MERRITT Thank God For Believers
* BAMA & BROTHERS Nothing You Can Do

Country Videos

ABC RADIO NETWORKS

ADDs:

* BROS & DUNN Hit You

Real Country

Add:

* JOHN ANDERSON

Real Country

Add:

* KITS 5, KVL 5, WSK 5, WRT 5, WTY 5, WQG 5 (5)

Matt King Won a Bird (Atlantic)

Add:


JASON SELLERS That Does It (BNA)

Add:

* KING 15, WKS 15, KNR 14, KRZ 12, KNX 10, KNB 10, KSN 7, KSC 7, KVS 7, WSA 5, WSK 5, WTX 5, WTV 5 (5)

TRAVIS TRITT Still In Love With You (Warner Bros.)

Add:

* WMZ 29, WBL 19, KUB 19, WBY 18, WPT 10, WKK 10, KSC 7, WSK 7, KSR 5, KSD 5, WTV 5 (5)

JOE DIFFIE The Promised Land (EPIC)

Add:

* WXU 23 (16), WRO 16 (16), KGCN 15 (16), WAG 15 (15), WTV 15 (15), WTM 11 (10), WMB 10 (10), WGG 9 (9), WWZ 7 (7), WFC 5 (5), WDF 5 (5), WTV 5 (5)

DARYL SINGLETARY The Note (Giant)

Add:

* WLK 10 (10), WAG 10 (10), WAG 10 (10), WGG 9 (9), WWZ 7 (7), WFC 5 (5), WDF 5 (5)

RAYBON BROS/L органа NEWTON John Fallin (MCA)

Add:

* KLCX 17 (17), KLX 15 (15), WJS 10 (10), WKS 5 (5), WVR 5 (5), WTV 5 (5), WTX 5 (5)

DEAN MILLER My Heart’s BrokeDown (But...) (Capitol)

Add:

* WXU 15 (10), WAG 9 (9), WDC 5 (5), WDF 5 (5), WTV 5 (5), WTX 5 (5)

RODNEY ATKINS God Only Knows (Curb)

Add:

* WTVY 15, WKS 15, KTV 7, WDC 7, KIR 5, KTV 5, WKK 5, WPP 5, WDF 5, WTX 5 (5)

Sung by Denny "D" Goff (WYD)

* BAMA & BROTHERS Nothing You Can Do
* LEE & LEE Hit You

* MARK CHESNUTT Thank God For Believers
* CHARLIE MERRITT Thank God For Believers
* BAMA & BROTHERS Nothing You Can Do

Country Videos

BROADCAST PROGRAMMING CONTINUED

JONES RADIO NETWORKS

Phil Barry • (385) 784-8700

U.S. Country – Jim Murphy

Add:

* BROS & DUNN Hit You

* MARK CHESNUTT Thank God For Believers
* CHARLIE MERRITT Thank God For Believers
* BAMA & BROTHERS Nothing You Can Do

Real Country

Add:

* WTVY 15, WDC 7, WDC 7, KIR 5, KTV 5, WKK 5, WPP 5, WDF 5, WTX 5, WTV 5 (5), WQG 5 (5)

Diets Gone Wild

Add:

* WXU 28, WXU 28, WXU 28, WXU 28, WXU 28, WXU 28, WXU 28, WXU 28, WXU 28, WXU 28

Real Country

Add:

* WTVY 15, WDC 7, WDC 7, KIR 5, KTV 5, WKK 5, WPP 5, WDF 5, WTX 5, WTV 5, WQG 5 (5)

CDC Country – John Hendrick

Add:

* WTVY 15, WDC 7, WDC 7, KIR 5, KTV 5, WKK 5, WPP 5, WDF 5, WTX 5, WTV 5, WQG 5 (5)

o TNN

Country Videos

BROADCAST PROGRAMMING CONTINUED

WESTWOOD ONE RADIO NETWORKS

Charlie Robb • (805) 294-9000

Hot Country – David Felker

Add:

* BROS & DUNN Hit You

* MARK CHESNUTT Thank God For Believers
* CHARLIE MERRITT Thank God For Believers
* BAMA & BROTHERS Nothing You Can Do

Real Country

Add:

* JOHN ANDERSON

* MARK CHESNUTT Thank God For Believers
* BAMA & BROTHERS Nothing You Can Do

Alternative Programming

Steve Kool • (803) 231-2818

Add:

* RANDY BLACK

* BAMA & BROTHERS Nothing You Can Do

* RANDY BLACK

* BAMA & BROTHERS Nothing You Can Do

Mainstream Country – David Felker

Add:

* MARK CHESNUTT Thank God For Believers
* BAMA & BROTHERS Nothing You Can Do

Country Videos

BROADCAST PROGRAMMING CONTINUED

COUNTRY VIDEO MUSIC

COUNTRY MUSIC TELEVISION

ADDs

SALLY REEDHAM Love Of My Life (M-G-M)

TRENT KISH/ROBERT & EASTWOOD Sisters (Atlantic)

Top 10

SALLY REEDHAM Love Of My Life (M-G-M)

TRACE ADKINS The Real Deal (M-G-M)

CUTL BLACK Something That We Do (RCA)

PATTY LOVELESS You Don’t Want To Miss Me (Epic)

TRENT KISH/ROBERT & EASTWOOD Sister (Atlantic)

BAMA & BROTHERS Nothing You Can Do (Atlantic)

MARTINA MORGAN A Broken Wing (MCA)

DELUXE INCORPORATED Sailing Angels (Arista)

The Information current as of November 15

Top 10

WNC 250, You And Me Alone

MARK CHESNUTT Thank God For Believers (Curb)

WASHINGTON Video A Day Off (Curb)

DIETH WRIGHT Just Another Hoot (MCA)

HEAVY

TRACE ADKINS Out Of Here (Capitol)

CUTL BLACK Something That We Do (RCA)

BAMA & BROTHERS Nothing You Can Do (Atlantic)

BAMA & BROTHERS Nothing You Can Do (Atlantic)

MARK CHESNUTT Thank God For Believers (MCA)

MARK CHESNUTT Thank God For Believers (MCA)

MARK CHESNUTT Thank God For Believers (MCA)

TIM McGRANahan Videos (Atlantic)

MARK CHESNUTT Thank God For Believers (MCA)

MARK CHESNUTT Thank God For Believers (MCA)

DIETH WRIGHT Shut Up And Drive (Atlantic)

TRENT KISH/ROBERT & EASTWOOD Sisters (Atlantic)

Hot Shots

INDIES

INDIES

Indies

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Indies
COUNTRY REPORTERS

November 7, 1997 R&R • 67

Stations and their ads listed alphabetically by market.

202 Total Reporters
202 Current Reporters
199 Current Playlists

Reported Frozen Playlist (2):
KCOM/Monterey, CA
WBEE/Rochester, NY

Did Not Report, Playlist Frozen (1):
WBCT/Grand Rapids, MI
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### AC PLAYLISTS

**November 7, 1997**

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Holidays Enter In Grand Style

Faster than you can say "Mannheim Steamroller," Christmas music will blanket the airwaves and plenty of overtime will be raced up in stations’ programming, promotion, and sales departments.

KO Slice/Denver, for example, will make Christmas shopping a lot easier for listeners by giving out $1000 a day between November 28 and December 19. The promotion is tied in with KDZI’s playing of Christmas/holiday tunes, which commences the day after Thanksgiving (11/28). "Every time we play a holiday song, the sixth and seventh callers qualify for that day’s $1000 giveaway," reports KO Slice Director/Programming & Operations Scott Taylor. "We’ll play one holiday song an hour the first weekend, then cut it back the next week to one every other hour. It gets people into the spirit and highlights us as the holiday music station."

In the last stop before KO Slice’s nightly "Love Songs" show, the $1000 winner’s name is drawn. "As soon as we start playing a holiday song, the phones light up," remarks Taylor. "Even if we play something like Whitley Houston’s ‘I Want To Dance With Somebody,’ we’ll get a call from a person convinced it’s AC and they’re choosing today! But the promotion is easy: people get into it, and it reinforces our position as Denver’s official holiday music station."

Musically, Taylor notes, "We start out the first two weeks with the real cream of the crop, like Bobby Helms’ ‘Jingle Bell Rock.’ When it comes to holiday music, I’m a real traditionalist. I like songs by Johnny Mathis, Paul McCartney, ‘A Very Special Christmas,’ and John Lennon’s ‘Happy Christmas.’ As we get closer to Christmas, we start mixing in standards like Burl Ives’ ‘Holy, Holy Christmas.’"

What about more recent Christmas releases? "Carrie & Wendy Wilson’s ‘Hey Santa’ has become the closest thing to being a standard," Taylor says. "It’s one of the best Christmas songs to come out in years."

Christmas Is For Kids

Approximately 6000 central Iowa residents — the great majority of them needy youngesters — had a memorable Christmas party last year courtesy of KDZI/Des Moines. The Hot AC vows to make this year’s event on December 16 even bigger. There’s a great outsourcing for this promotion because Christmas really is for kids, and everyone knows what it’s like to go through a holiday that wasn’t as good as you’d hoped," notes KSTZ PD Jim Schaefer. "You get a very good feeling inside, being part of it."

Virtually everything at the party is donated, including decorations done by children from local elementary schools. "We get turkeys, beef, hot dogs, a huge array of every possible side item and dessert," notes Schaefer. "People volunteer to serve food and any jack and/or drop off presents."

The free party isn’t limited to kids. "Anyone wanting to come to the party is allowed in, and everyone gets a great meal. We make no judgments — if someone shows up wanting to be part of the party, they’re in," says Schaefer. "Many adults last year wouldn’t have had a good Christmas without the help of the kids who came to this party."

A local police band, Legal Limit, is one of about a half-dozen groups that will provide entertainment. This year’s planning started in April, and the local Fox TV affiliate drums up interest in toy donations. Explains Schaefer, "Each kid gets a really nice toy, and maybe two or three bigger ones. On their way out, they’ll also get a goodie bag. Some people came last year just for the toys and didn’t care if they had any food."

A Horde Of Holiday Happenings

Year after year, Christmas brings out the best in our industry. In addition to the two events noted above, the following cross section of activities takes place this year that supports that statement.

- For the second straight year, WMJX/Boston teams with "Peace At Home," a local center devoted to domestic abuse awareness and prevention.
- Every time KKLI/Colorado Springs plays a Christmas song between 6am-5pm, listeners can call in to win KKLI’s "Holiday Cash." Shopping mall gift certificates are awarded to WCRR/Flint, MI winners when they dial up a Christmas song. All frequency-related 108 winners qualify for a $1000 shopping spree awarded on December 19.
- KKLD/Salt Lake will collect and distribute food and coats at a local supercenter. This is the 11th year that WBCCHartford has conducted its "Coats For Kids" campaign.
- For the last eight years, WJKW/ Wheeling, WV has collected clothing for Ohio Valley’s underserved through "Keep Kids Warm."
- KATF/Dubuque, IA features a $25,000 "Christmas Cash" giveaway.
- Beginning December 7, WKVI/ Evansville, IN will schedule nightly (7-10pm) "Christmas Carousel Of Music" blocks.
- Supported entirely by donations and fund-raisers, KLF/Fargo, ND conducts its eighth annual "Christmas Wish." It’s the station’s biggest promotion of the year, with $30,000 designated for Christmas wishes. This marks WTMF/Metro 5’s 12th year of doing "Christmas Wish." $5000 will be given to local families in need. And for the 10th straight year, WTMF will collect and distribute Christmas cards to St. Jude’s Ranch For Children. Cards will be recycled and sold to raise operating funds.
- WJU/Birmingham, WA/FF
- Warren, and WLZW/Altica, NY are among other stations that also will do "Christmas Wish."

In addition to granting Christmas wishes for a sixth year, WMG/Pon tland, ME will also stage its 20th annual "Carolight Parade." Jim Brinkman will do a Christmas show in Denver. KHLA/Lake Charles, LA will be giving away a trip for two to see that performance.
- A center for the developmentally disabled will benefit from a KSNE/Las Vegas "Christmas Love Songs" show at a Christmas-themed mental f orest. The programs air December 13-25.
- Those feeling underappreciated by Scrooge-like bosses can take part in Hot AC WJKL/Man montooth’s "Fis Us Your Paystubs" promotion. Winners are rewarded with holiday gift packs and quality for vacation getaways.
- KMG/Chico’s "Magic Elf" will collect toys and cash for Children’s Hospital of Oakland.
- KGBY/Sacramento last year helped raise $15,000 for local food banks. Morning duo Paul & Phil this year will do their live Christmas show December 17-18 (6am) at the Radisson Ballroom.
- Pop/Alternative Hot AC KFMB/ FM/San Diego holds a "Make A Wish" benefit concert December 20.
- In addition to its Toys For Tots tie-in, WJBR-FM/Wilmington, DE will provide Christmas for 20 area families via its "Joy Fund." The stations will also donate "slightly loved" stuffed animals to the Salvation Army.
- WGN/Wilmington, DE’s Toys For Tots drive is "Thank You For," where listeners trade toys for their choice of available station CDs.

Yule Wanna Know

Results of an exclusive R&R poll indicate how ACs and Hot ACs will incorporate Christmas/holiday music this year.

"When will you begin playing Christmas music?"

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"When will you stop playing Christmas music?"

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<td>January 5</td>
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"With the exception of playing all-Christmas/holiday music, what’s the maximum number of Christmas/holiday cuts you’ll play per hour?"

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<td>1</td>
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"Will you play all-Christmas/holiday music this year?"

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"What date/time will you start playing all-Christmas/holiday music?"

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"What date/time will you stop playing all-Christmas/holiday music?"

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SONGS FROM THE CAPEMAN is the first studio album in six years from music legend PAUL SIMON

A concept album, it tells the true story of an event that changed the face of New York City and captured the attention of the nation.


Album available on Warner Bros. CD's and cassettes.

PRODUCED BY PAUL SIMON
Associate Producers: Oscar Hernandez and Ray Male
Management/P.R: Dan Klares for Dan Klares Associates

The brand-new lead single from **KENNY GREATEST HITS**, the first ever greatest hits collection from the format's #1 core artist, and the #1 musician of our time.

Official airplay date 11/10
Album in stores 11/18

Upcoming television appearances include:
- Scott Hamilton Back On The Ice Special (CBS)
- Christmas Concert For Hope (CBS Special)
- Regis & Kathie Lee
- NBC Christmas Tree Lighting Ceremony
- The View
- CNN Showbiz Today

and many more to come.
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### HOTAC TOP 30

**November 7, 1997**

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**NEW & ACTIVE**

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**HOTTEST RECURRENTS**

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This chart reflects airplay from November 3-9. Songs ranked by total plays. Highlighted songs indicate Breaker status. 93 Hot AC reporters. 90 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1997, R&R Inc.

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‘Glad Tidings We Bring’: Holiday Promotions ... With Compassion

□ NAC programmers uncover new ways to respond to communities in need

Millions of dollars have been raised for HIV/AIDS research and services through the sale of KTWW (The Wave)/Los Angeles’ and KKSF/San Francisco’s CD samplers, KTNT/Oklahoma City’s Spirit Of Jazz concerts — benefitting survivors of the federal-building bombing — are another example of the many meaningful ways stations have responded to their communities. The upcoming holidays offer programmers yet another opportunity for service and the chance to express the true spirit of the season by offering care and comfort to those in need.

WQCD/New York has a long tradition of effective holiday programming and promotions. Of the former, PD Steve Williams says the station’s Christmas music is so cherished that, every year, listeners begin making calls about the station before to make sure the practice will continue. He also points with pride to fans’ (who include Marlo Thomas) repeat requests for tapes of contemporary hits.

People really get excited — not so much about the music, but more about helping other people in the holiday season. Obviously, you pull their heartstrings at this time of year, and people feel in a very giving mood.

—Steve Williams

Corporal-free Christmas Day music. “It’s the most remembered and reacted-to thing that we do all year,” he says.

Citing the emotional power of the holidays, Williams observes, “People really get excited — not so much about the music, but more about helping other people in the holiday season. Obviously, you pull their heartstrings at this time of year, and people feel in a very giving mood.” He adds that the same artists and venues that may sell fewer tickets during other seasons usually sell out for WQCD holiday benefit concerts. In the past, these free benefit concerts could be attended for a donation of canned goods.

HOLIDAY PROGRAMMING

“Whike” the “D wavath of Music”

Paul Goldstein

“We’re going to hold a radiothon from 5am on December 19 through 10pm the next day,” Goldstein says. “We’ll still be playing about the same number of songs per hour, but between them the content will focus on a lot of emotion about Chicago’s children and their needs. We’ll be raising money by asking people to offer pledges for the day, and movie tickets, restaurant certificates, and other donated things valued at less than $100.

“Addition to the smaller items, the other level of participation will be for larger items like a basketball autographed by Paul Goldstein, the WNUA box at a Bulls game, or a Kenny G autographed saxophone. We’ll auction those off to the highest bidder. We have a number of trips to offer, too, including a round-trip to Tokyo or Hong Kong.

“Hello! The music will be on air. We’ll have kids’ voices, including children calling about the foundation. There will be actual kids from the charities we’ve aligned with. They’ll talk about some heavy things that could be tear-provoking. I’m proud that we’re doing this, and I think it will raise a lot of money.”

Passion On-Air

Carols For Kids Foundation

This holiday season gives the station another avenue for supporting the area’s underprivileged children. “Our holiday concerts benefit City Harvest, which is the food bank for NYC that people may remember from their American Express campaign to help the hungry and homeless. Beginning next year, we started charging an admission price, but we still urge people to bring five cans of food, too. This year’s concert will be December 12 at the Beacon Theater, which has a 2,500 capacity, and will feature Earl Klugh, Bob James, and Aaron Neville. Last year’s show sold out in three weeks.

“We’re adding a twist to this year’s holiday festivities by putting on smaller-concert shows at different places in Manhattan. We hope that one of the artists in the Beacon show will perform a short set of music prior to a performance of A Christmas Carol at the theater at Madison Square Garden. The production usually runs for a month and has a number of celebrity stars, like Ben Vereen. We give away tickets to it anyway, but we have one day set aside with a smooth jazz slant. Next year, we want to do something under the tree at Rockefeller Center, which is the ultimate setting for holiday cheer.”

Mike Jordan, the WNUA box at a Bulls game, or a Kenny G autographed saxophone. We’ll auction those off to the highest bidder. We have a number of trips to offer, too, including a round-trip to Tokyo or Hong Kong.

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Samplers, Parties & Toy Drives

Bringing together the promise of new CDs, this year’s sampler to benefit the San Francisco AIDS Foundation — a cause so well-supported by the public, each edition is a perennial holiday bestseller at area Tower Records outlets — KKSF will continue its tradition of presenting a holiday listener party for charity. With more than 7,000 people expected to attend, PD Lee Hansen feels the synergy will have genuine impact on the public good.

“The charity is One Warm Coat,” he explains. “People are encouraged to bring warm, usable clothing or blankets as a donation for admission. Someone in Detroit or some other freezing place may wonder why homeless and underprivileged people need a warm coat. But not in San Francisco, but it can get very cold here when the wind begins to blow on a 40-degree day. It’s especially meaningful to me that Peter White’s manager, Steve Champion, called to say that Peter wanted to do something charitable for the holidays. I want people to know how generous that is. His album Songs Of The Season will be sold at the party, along with our sampler.”

Another station with a CD sampler is WMMV/Detroit. PD Tom Sleeker says the project, the station’s first, will be stocked in local retail outlets within the next couple of weeks for holiday release. “It will benefit a local children’s hospital,” he says. “We talked to a lot of people in Detroit about our various outreach programs and kept getting a high level of interest in children’s well-being. Smooth jazz artists are well-represented by the music on the sampler. We’re planning a kickoff party with Peter White, who donated one song to it.”

KOAI/Dallas PD Mike Fischer says, “We’re doing a toy drive. The Oasis usually does a free holiday listener concert, this is our sixth — and last year’s was the first to incorporate a toy drive for the Salvation Army. It was hugely successful. We’ll present it at the Fairmont Hotel, and we haven’t yet decided which charity it will benefit. The concert is free, but admission is new, unwrapped toy of any value. We may even do the first drive-through valet drop-off for the toys!”

New Holiday Releases

Here are some of the holiday season’s new CD titles that were available at press time.

DAVID ARKENSTONE, Enchantment (Narada)
ARTISTS FOR EARTH, A Very Green Christmas (Seventh Wave)
JIM BRICKMAN, The Gift (Windham Hill)
DOROTHY, A Celtic Christmas (Narada)
DAVE KOZ, December Makes Me Feel This Way (Capitol)
THOM ROTELLA, Spirit Of The Carolers (Telarc)
GROVER WASHINGTON JR., Breath Of Heaven (Columbia)
PETER WHITE, Songs Of The Season (Columbia)
VARIOUS, ‘Tis The Season (2NEK)
VARIOUS, Jazz Christmas Party (Warner Bros.)
PETER WHITE, The Cares For Kids CD (Windham Hill)
VARIOUS, The Cares For Kids CD (Windham Hill)
VARIOUS, The Cares For Kids CD (Windham Hill)
VARIOUS, A Winter’s Solstice VI (Windham Hill)
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<tr>
<td>JOYCE COOLING <strong>South Of Market (Heads Up)</strong></td>
<td>944</td>
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<tr>
<td>CHRISS BOTTI <strong>Regroove</strong> (Verve Forecast)</td>
<td>843</td>
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<td>BONEY JAMES <strong>Sweet Thing</strong> (Warner Bros.)</td>
<td>619</td>
<td>607/47</td>
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<td>JONATHAN BUTLER <strong>Song For Elizabeth</strong> (25K Encoded Music)</td>
<td>710</td>
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<td>RICK BRAUN <strong>Missing In Venice</strong> (Mesa/Bluemoon)</td>
<td>569</td>
<td>833/46</td>
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<td>3RD FORCE <strong>You Gotta Be Real</strong> (Higher Octave)</td>
<td>654</td>
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<td>BRIAN CULBERTSON <strong>So Good</strong> (Bluemoon/Atlantic)</td>
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<td>RIFFTONS <strong>Big Diamond</strong> (Peak Windham Hill Jazz)</td>
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<td>KENNY G <strong>Northern Lights</strong> (Arista)</td>
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<td>COUNT BASIC Chasing The Sunset (Instinct)</td>
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<td>RONNIE LAWES Laiden Here (Blue Note)</td>
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<td>AARON NEVILLE <strong>Say What's In My Heart</strong> (A&amp;M)</td>
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<td>LUTHER VANDROSS When You Call On Me/Baby...** (LV/Epic)</td>
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<td>DON DIEGO Top Of The World (Ultra/Cib &amp; Ch)</td>
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<td>PHILIPPE SAISSE <strong>Moanin'</strong> (Verve Forecast)</td>
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<td>CANDY DULFER <strong>For The Love Of You</strong> (25K Encoded Music)</td>
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<td>THOM ROTELLA What's The Story? (Telarc)</td>
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<td>PAT METHENY All In My Mind (Verve Forecast)</td>
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### NEW & ACTIVE

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<td>BOB BALDWIN Summer Breeze (Shanachie)</td>
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<td>KEN NAVARRO Kiss Of Life (Positive)</td>
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<td>JIMMY SOMMERS James Cafe (Gemini)</td>
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<td>PAUL TAYLOR Groove Zone (Countdown/Unity)</td>
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Songs ranked by total plays

**Breakers**

- **ERIC MARIENTHAL** Last Day Of Summer (E./Lerve)
- **DAVID BENOIT** Rue De La Solite (GRP)
- **COUNT BASIC** Chasing The Sunset (Instinct)
- **BRIAN CULBERTSON** So Good (Bluemoon/Atlantic)
- **RICHARD ELLIOT** If You Want My Love (Metro Blue/Note)
- **MICHAEL BOLTON** The Best Of Love (Columbia)
- **RICHARD SMITH** First Kiss (Heads Up)
- **GATO BARIERI** Mystica (Columbia)
- **PAUL TAYLOR** Groove Zone (Countdown/Unity)
- **DIANA KRALL** Peet Me A Grape (Impulse/GRP)
- **THOM ROTELLA** What's The Story? (Telarc)
- **PAT METHENY** Follow Me (Warner Bros.)
- **JIMMY SOMMERS** James Cafe (Gemini)

**Most Added**

- **RICHARD ELLIOT** Song For... (25K Encoded Music)
- **CANDY DULFER** For The Love... (25K Encoded Music)
- **CHRIS BOTTI** Regroove (Verve Forecast)
- **BRIAN CULBERTSON** So Good (Bluemoon/Atlantic)
- **PAUL TAYLOR** Groove Zone (Countdown/Unity)
- **PETE BELASCO** In My Mind (Verve Forecast)
- **DAVID BENOIT** Rue De La Solite (GRP)
- **ERIC MARIENTHAL** Last Day Of Summer (E./Lerve)
- **DEAN JAMES** Market Street (Bracichiban)

**Most Increased Plays**

- **RICHARD ELLIOT** If You Want My Love (Metro Blue/Note)
- **BRIAN CULBERTSON** So Good (Bluemoon/Atlantic)
- **PAUL TAYLOR** Groove Zone (Countdown/Unity)
- **PETE BELASCO** In My Mind (Verve Forecast)
- **DAVID BENOIT** Rue De La Solite (GRP)
- **ERIC MARIENTHAL** Last Day Of Summer (E./Lerve)
- **DEAN JAMES** Market Street (Bracichiban)

**Breakers Songs**

Songs ranking #35 or more of prior week. Breaker award to songs going to number one. Breaker award to songs going to number two the previous week. New songs are not included. Songs featuring one #1 station is placed Breaker. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

"My Horn" the edit you demanded comes back with the feedback we KNEW we'd hear! Blake Lawrence, PD/KKSF/San Francisco: "Great Phones!" Ann Gress, PD/WJZJ/Philadelphia: "Tab Two is one of those rare 'first-listen' records...its texture, hook and melody are perfect." Michael Tuozzi, MD/WJZJ/Philadelphia: "Hot...very cool!"

from the self-titled album Tab Two

Going For Adds Now!
Joyce Cooling holds the No. 1 place handily on both charts, but the rest of the top 10 is beginning to look like an NBA game, with lots of heavy contact under the basket, as players jockey for a chance to sink the winning shot. Jonathan Butler's "Song For Elizabeth" (N2K Encoded Music), which moves it 8-4 on both Tracks and Albums, is a prime candidate to succeed Cooling, particularly with the weight of Most Increased plays (+139) tipping the scales in his favor.

Richard Elliot's "If You Want My Love" (Metro Blue/Blue Note) has earned immediate acceptance across the board with nearly three-fourths of the panel on it, 29 stations adding this week.

There's an interesting picture developing on Diana Krall's fabulous "Peel Me A grape" (Impulse!/GRP). The track hasn't been recommended by Broadcast Architecture, but KKSF/San Francisco added it last week. Apparently, Krall's sound is more compatible with O'Jays/Murphy's vision of this format, because client station KMIZ/Minneapolis has her in top rotation - 18 plays - with new adds at OTM clients KAJZ/Austin and WHLI/Atlanta. It also added at KNIK/ Anchorage, WGUF/Pt. Myers, and KWW/St. Louis. KOA (Dallas/Fort Worth) uncapped Miltonia's cover of "Another Sad Love Song" (Portrait/GRP), describing the track as "a hit in Paul Jackson Jr. genre," and added it first.

Now, WNUA/Chicago has embraced this ultra-smooth, sexy offering, too. WQCD/New York added the very cool jazz-funk sounds of Four 80 East's "Eastside" from the Canadian imprint on Boomtang. Outstanding!

The most exciting project to come across my desk this week was selections from Paul Simon's first studio album in six years, Songs From The Capeman (Warner Bros.). Everything I've always loved about Simon's music is abundant here: superb melody, evocative and imaginative lyrics, haunting themes, crystalline production. I particularly like "Born In Puerto Rico."

Smooth Jazz Soars...Big Gains for BA Stations

This chart reflects airplay from October 22-28. Albums ranked by total plays, with plays from all cuts from an album combined. 54 NAC reporters. 53 current playlists. © 1997, R&R Inc.

NAC NOTES By Carol Archer

Joyce Cooling holds the No. 1 place handily on both charts, but the rest of the top 10 is beginning to look like an NBA game, with lots of heavy contact under the basket, as players jockey for a chance to sink the winning shot. Jonathan Butler's "Song For Elizabeth" (N2K Encoded Music), which moves it 8-4 on both Tracks and Albums, is a prime candidate to succeed Cooling, particularly with the weight of Most Increased plays (+139) tipping the scales in his favor.

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METALLICA

THE FIRST 4:38 FROM THE 78:04 ALBUM

THE MEMORY REMAINS

RELOAD

THIRTEEN NEW SONGS
IN STORES 11.18.97
**Happy Holidays Are Here — Again**

Consultants share ideas for raising listeners' spirits during 'ho, ho, ho' time

So you've pitched that rotting jack-o-lantern in the trash and your candy stockpile is significantly diminished. But there's something lurking around the corner that's more frightening than any Christmas promotion or the five pounds you've gained: the rapid approach of the Christmas season.

**Keeping Standards High**

We've all received our share of lame gifts over the years, but how do you prevent doing the same to your listeners? Several consultants chimed in with suggestions on what the holiday can do for your station.

Pullack Media Group Senior VP Dave Brewer leads off with the following do's and don'ts for Christmas programming:

- **Do** allow feature programming to be used to play questionable music or specialty shows. Who came up with the idea that, just because it's Thanksgiving or Christmas, listeners want to hear a lot of talk and commercials (most syndicated programming) or songs they normally would not listen to?

- **Don't** run features just to fill time. If a station is running a dubious feature on a particular holiday morning just because the swing shift announcer isn’t the station’s talent, the tail is wagging the dog.

- **Feature** or special programming must be equal to — or better than — everyday music. If not, why play it?

- **Don’t** run specialty programs that have more talk and commercial content than your normal programming. Again, what makes us think listeners who — are more than ever into instant gratification — are interested in hearing more non-music elements than they would normally listen to?

- **Don’t** overplay Christmas music. Most of the product isn't very good. The best stuff is the traditional material (Nat King Cole, Bing Crosby), which, is obviously, not compatible with contemporary formats. A little is a lot in terms of Christmas tunes.

- **Countdowns** are good, but not created equal. Listeners love to hear what No. 1 is. However, there is not enough good new music for stations to air countdowns of the current year. If a station does the best 102 of 1997, they are giving their listeners roughly 27 hours of dubious music until they hit the better 40 or 50 tracks of the year. While the labels hate to hear this, the countdowns that listeners love are of literary music.

**Finding The Touchstones**

Sinton, Barnes & Associates’ Tom Barnes describes two successful Christmas promotions. The first is KFMB/San Diego morning show Jeff & Jer’s "Bicycle Mountain," where the morning duo gets people to donate “a mountain of bicycles” for underprivileged children. Another is "The Giving Tree," in which less fortunate people write down a gift request, put it in an envelope, and place the envelope on a tree at a major mall. “People go and pick one and purchase the gift that was asked for,” Barnes explains. “The radio station assists in the transaction, promotion, and documentation.”

Of course, Barnes and company brainstormed a few more “eccentric” ideas. “I don’t know if anybody’s going to give the huts to do it, but one thing we came up with was ‘Days For Jesus.’ People take toys to a strip club or some other location and get flashed in return. I don’t know if anybody’s going to do that, but we got a big kick laughing about it.”

Naturally, Barnes recognizes the dilemma of when to start playing Christmas tunes: “Our feeling has always been that you start a week before Christmas, and that you slowly add in one title an hour. Another question is, ‘What kind of Christmas music do you play?’ — just rock Christmas songs or the traditional songs as well? In many markets, the soft ACs generally take the traditional titles. For different generations, different songs wind up being touchstones. The Charlie Brown Christmas music is really enormous for people of all ages. Stations don’t play it because it’s too jazzy, but those that have tried it, even Rock stations, have gotten really good responses.”

Kelly Research’s Tom Kelly points out that the yuletide spirit doesn’t end once the gifts are unwrapped. “We found out that rock audiences absolutely want to hear Christmas music on the Rock stations. Generally, they’re ready to hear it from 10 days to two weeks before Christmas, and, surprisingly enough, they still want to hear it for about a week after Christmas.”

Like Brewer, Barnes is wary of some rock adaptations of traditional tunes. “There are so many Christmas recordings and promos that they can literally do their format in Christmas music. But it ends up sounding really trite because it’s a completely different vibe. A lot of it depends on the market’s tradition as well. We’ve heard in focus groups that people get enough of the music in the malls. Much of it depends on the station’s vibe and tradition — some are really into Christmas with music and promotions. It’s not a format-specific decision, but rather a cultural decision.”

Barnes also warns of risky content like Comedy Central’s animation program South Park, whose "Spirit Of Christmas" short has become a popular drop. "There’s some pretty good, edgy stuff out there in terms of Christmas, but it can get really offensive if people aren’t careful. They really have to take temperatures in the building. Another holiday promotion Barnes found to be successful was with... KREV/Minneapolis a few years ago. "It was a ‘You And A Friend Win The Prizes’ promotion. For each car sold, a winner received, a friend also won the same prize. The first prize was a Yamaha Charity Tour. We gave $10,000 to the winner and donated $10,000 to a charity of the winner’s choice. We encouraged charities to have everybody listen and participate in the game. We did it in the last month of the fall book and had a huge boom."

When dealing with charities, Barnes reminds us that it’s important to keep focused on the real goal. “It’s really hard to go into the charity thing with the idea that it’s going to deliver ratings, because I think to some extent that’s dishonest. You want to do it for the charity’s good, but if it delivers ratings, so much the better.”

**Look Who’s Coming To Dinner**

Alex DeMers of DeMers Programming offers up some new recipes that are sure to spice up any station’s promotional cookbook. “Make sure that this holiday season is one your listeners won’t soon forget. Bring a hot artist to a listener’s home for a holiday dinner! Work with label reps and concert promoters to determine which artists will be performing in your city during the holiday season. Coordinate a date and time when the members of the band can be driven to a listener’s home (or dinner in a popular local restaurant). “To win the privilege of having rock stars in their home, listeners send you their best Christmas cards. Your staff can determine the winner through a random drawing or by choosing the most creative entry. Lump the bands to the winner’s house for the meal. Make sure a jock is on hand to serve as maître d’ and to videotape the event. Broadcast from the party and ask the band to perform an acoustic set right in the living room. Encourage the group to leave behind presents — autographed CDs and tour T-shirts.”

Another DeMers idea is based on the “Twelve Days of Christmas.” He explains, “Run the contest December 13-24, or December 1-12 if you want to impact the final two weeks of the fall book. The idea is to give away multiple gifts each day, just as the singer in the song lavished gifts on his beloved. Create prize combinations very loosely based on the gifts mentioned in the song. Here is a suggested list of gifts:

1st Day — A New Fridge and a Party Refrigerator, catered New Year’s Bash
2nd Day — 2 Golf Clubs Golf passes; set of clubs
3rd Day — 3 French Roasts Gourmet coffees; cooking lessons
4th Day — 4 Calling Cards Calling cards from phone company
5th Day — 5 Golden Rings Jewelry store certificates
6th Day — 6 Leases Paid Auto lease
7th Day — 7 Kids A Swimming Pool party; above-ground pool
8th Day — 8 Mails A Cleaning Home care services
9th Day — 9 Ladies Dancing Dance lessons; club passes
10th Day — 10 Days Of Sleeping Resort Vacation
11th Day — 11 Bixers Biking Racing bikes or 10-speeds
12th Day — 12 Drummers Drumming Tickets to 12 concerts

“Another way to execute the ‘Twelve Days of Christmas’ contest is to reverse the promotion and give away a dozen small prizes (video rentals, CDs) on the first day and work up to a single major prize on the final day (big-screen TV, home comput- er, stereo).
R&R Active Rock Top 20

NOVEMBER 7, 1997

TOTAL PLAYS/INCREASE
TOTAL STATIONS/ADDS

The chart reflects airplay from October 27-November 2. Songs ranked by total plays. Highlighted songs indicate Breaker.

78 Active Rock report. 78 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

NEW & ACTIVE

ROLLING STONES "Flip the Switch" (Virgin) Total Plays: 16, Total Stations: 25
LIMP BIZKIT "勋s Counterclockwise" (Flip/Interscope) Total Plays: 181, Total Stations: 28
DEFINITIONS "My Own Summer (Shove It)" (Arbut/Epic) Total Plays: 196, Total Stations: 24 & 3
CHUMBALAVIVA "Tubthumping" (Republic) Total Plays: 571, Total Stations: 7, 6
COLD "Give" (Flip/Atlantic) Total Plays: 410, Total Stations: 45 & 3

TREPONEM PAL "Ranegade" (Mercury) Total Plays: 146, Total Stations: 23
DAVID LEE ROTH "Don't Pass Me Off" (Rhino) Total Plays: 146, Total Stations: 15
PANTERA "Where You Come From" (EastWest) Total Plays: 143, Total Stations: 17
JACKYL "Open Up" (Epic) Total Plays: 119, Total Stations: 8, 6
YES "Open Your Eyes" (Epic) Total Plays: 118, Total Stations: 8, 6

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YES "Open Your Eyes" (Epic) Total Plays: 118, Total Stations: 8, 6

FAITH NO MORE "Ashes To Ashes" (A&M) Total Plays: 25, Total Stations: 15
R&R Active Rock: 43 - 29
536 Spins +83 44th Including: WRIF, WROC, KLBJ, WTPT, WZBH, WJGL, WKPE, WBYR

MOST INCREASED PLAYS

SOUNDGARDEN "Bleed Through" (A&M) +50
LED ZEPPELIN "The Girl I Love" (Atlantic) +25
RUSH "Eyes" (Epic) +23
PLAYS Increase (Atlantic) +20

HOTTTEST RECURRENTS

BREAKERS Trust (Capitol)
METALLICA Bleeping Me (Elektra/Epic)
OFFSPRING Gone Away (Atlantic)
TONIC If You Could Only See (Polydor/A&M)
OUR LADY PEACE Superman's Dead (Capitol)
FAITH NO MORE Last Cup Of Sorrow (Slap/Reprise)
MATCHBOX 20 Push (Lava/Atlantic)
BLUES TRAVELER Most Precarious (Atlantic)
COLLECTIVE SOUL Listen (Atlantic)
TALK SHOW Hello (Atlantic)

Breakers: Songs registering 50 plays or more for the first time. Breaks awarded to songs gaining plays twice the previous week. Two songs are tabbed in number of plays, the song being played on more stations and/or, most increased. Plays list the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

COAL CHAMBER LOCO

The new single from their self-titled debut album

On More "326" Units sold #153 in marketplace
93X 10 spins - 113 sold
On tour with Pantera
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Note: The table above is a simplified representation of the radio playlist and does not include all tracks or artists.
### Rock Top 50

**November 7, 1997**

#### Breakers

**The Girl I Love (Atlantic)**

#### Most Added

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<th>Artist/Band</th>
<th>Title</th>
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<th>Breaker(s)</th>
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#### Most Increased Plays

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<tr>
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<td>Atlantic</td>
<td>New Breakers</td>
<td>968</td>
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### New & Active

#### Chart

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<th>Week</th>
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#### Songs Ranked by Total Plays

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**Notes:**

- Chart reflects airplay from October 27 to November 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 85 Rock reporters. 80 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

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**Classics/Albums:**

- Daily Show Prep
- Song Anatomies
- Instant Image Production Pak
- Classic/Album Rock News
- Entertainment News
- Movie Drops
- Quick Read Artist Bios

**SW Networks:**

- a Sony Corporation of America Company
- 1370 Avenue of the Americas, New York, NY 10019
- Call 212.833.7320 or Fax 212.833.4994

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**Breakers:**

- Songs ranking 90 plays or more for the first time. Bulletin awards songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played more stations is listed first. Most increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R Online.

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**Class/Album Rock Network**

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**NEW & ACTIVE**

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<td>New Breakers</td>
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**NEW & ACTIVE**

- TOOL: Six (2) [Frosquad]
- LIFELIVE: Weeds (Roadrunner)
- LYNFRED:_SLOTYNDYI: Home Is Where The Heart Is (JAG)
- BIG WRECK: The Out (Atlantic)

**NEW & ACTIVE**

- TOOL: Six (2) [Frosquad]
- LIFELIVE: Weeds (Roadrunner)
- LYNFRED: SLOTYNDYI: Home Is Where The Heart Is (JAG)
- BIG WRECK: The Out (Atlantic)
"my own summer"  
(shove it)  
the first single

ALBUM DEBUTS AT:

Best Buy #4
Musicland #27
Wherehouse #14
Newbury Comics #3
National Record Mart #10
Transworld #34
Zia #1
Camelot #26
The Wall #29
Peaches #19
Heavy Metal Shop #1
Vintage Vinyl #1
Tower Mesa #1
Tower San Diego #1
Tower Sacramento #1

produced by terry dale and deftones. career direction: warren entner and john vassillou for w.e.m. www.deftones.com
Does Video Matter Anymore?

Do listeners still get a buzz, or has (Pop) radio killed the video star for Alternative

More than once throughout this challenging year, this column has made an attempt to question the status quo. How can you not? In a year that began with tastemakers guaranteeing that electronica would save the business and ends with LeAnn Rimes ruling the universe, it certainly seems things aren’t going as planned.

One area that seems ripe for investigation lately is the relevance of video play to the strategies of Alternative programmers. For most of the last decade, labels have relied on a holy trinity of airplay, touring, and video play to stimulate sales on projects. For the last year or so, it seemed that Alternative programmers were turning their attention back to the tried-and-true practice of No. 2 — touring. Dave Matthews Band, 311, Wallflowers, and many others had all worked diligently to build loyal fan bases that captured the attention of Alternative in its search to find something, anything, that would work.

Meanwhile, in my regular conversations with the tastemakers of the format, I rarely heard videos invoked as impetus for their decisions. Had video lost its cache for the format? MTV In Motion

Matters certainly weren’t helped earlier this year when MTV publicly declared its intentions to move its targeting to a more pop-influenced approach. In doing so, officials of the company additionally inferred that they felt alternative had lost its steam.

So, after years of aligning with the direction that alternative forged, it now seemed that pop was tops with the TV set.

In approaching Alternative programmers for this piece, I concentrated on huge-market tastemakers. Additionally, I tried to speak with as many on-air programmers as possible, as they had the benefit of picking up request lines and talking directly to the audience, measuring video’s relative impact on the listeners.

WXRKY, Shelf, and WQAD Madison comments. “I still don’t believe the masses watch any video channel that closely. It’s my opinion they view it like I do — they surf in and out for the occasional video. For that reason, I think it requires a striking video, a Marilyn Manson epic production type, to really motivate their interest.”

Has MTV’s directional shift separated the strategic interests of Alternative from the video channel? Madison notes, “MTV tells me they are going to put the new Aperture Twins video in power rotation. While I find that video to be visually compelling, I do think we’d race to put the song in rotation? Only once in a while do I feel a real convergence of energy with a great video, song, and band. I don’t think MTV influences radio; I think it’s the other way around. Does MTV hear hits before us?” They have the same info that we do. Songs exist in most cases before videos do. We’ve usually been the ones who identify potential. We set things up for MTV, not the other way around.”

Sean Denery, on-air AP/DMD of WNNX (Atlanta), cuts to the chase when he says, “A lot has been made about declining Alternative’s ratings. Has anyone seen MTV’s ratings? I don’t feel listeners are gravitating away from the frequency they previously did. I personally try to view as little video, in any form, as possible. I don’t want to let MTV’s video impact on my judgment to be influenced by the visual aspects.”

Another aspect that Denery takes into consideration is the national focus of MTV as well. In All of their outlets like VH1. He says, “When labels call attention to video play, I tend to not really care. They don’t have the localized target I do.”

Eye Candy

WPLY’s on-air MD Preston Elliott agrees. “The videos that seem to garner interest are the ones with intense production values. The listeners aren’t necessarily buying into the song; they’re eating the ‘eye candy.’”

“Not that long ago, you could count on getting cameos from listeners recognizing that MTV was supporting something you weren’t playing. Only occasionally does that happen any more. I remember it happened with Radiohead’s ‘Paranoid Android’ and that caught my attention. But that doesn’t mean that when a label rep comes to me and says, ‘We’ve got Buzz Bin,’ I regard it as a big selling point. A lot of it is because of decreased rotation on MTV overall. Those rotations aren’t as pronounced or as meaningful as they once were. MTV has gone a lot of the long-form programming like Real World and Road Rules, which cuts into the number of plays videos get.”

Elliott is a democratic when he says, “I don’t totally disregard video play. I guess I recognize it more as a signal of a label’s commitment. When a label gets Buzz Bin, that’s supposed to demonstrate their commitment to a project. I’m not sure the actual impact of that video play drives acceptance of the song. If it does, I’ve not seen it.”

Across the country, in the still-vibrant alternative mecca of Seattle, the take on videos is likewise blurry. KNDD/Seattle on-air MD Kim Monroe flatly states, “Personally, videos have no impact on my decision-making process. Wanting to be done as much as possible, we’ve done perpuals and asked questions about the influence of videos on our listeners. MTV to have the flying pigs’”

Jim McGuinn, who, at 31, is no stranger to Alternative programmers’ consciousnesses. A recent Spin magazine article was scathing in its criticism of MTV’s programming. McGuinn, by being candid, stating that it felt VH1 had somehow usurped the alternative counterpart, image-wise.

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DAVID BOWIE

The #1 Most Played Video On This Week 22X!!

The new CD5
40 minutes of music from David Bowie
Remixed by nine inch nails and Photek

Produced by David Bowie
Co-produced by Mark Plati and Reeves Gabrels
Reproduced by nine inch nails
Original version appears on the album Earthling

Already On:
WBCN XHRM 91X
WWCD WHTG KZTX
WTGZ KEDG (Top 5 phones)

New This Week:
KROQ LIVE 105 KNDD
WDST WKRO


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SEMI-CHARMED LIFE HIT #1 EVERYWHERE. THEN GRADUATE WENT TOP TEN. SO HOW'S IT GOING TO BE THIS TIME?

THIRD EYE BLIND

MODERN ROCK
R&R Alternative 30 - 23
BDS Monitor 37* - 24*
Spin Highlights
KROQ/Los Angeles 32x
99x/Atlanta 24x
WHFS/Washington DC 28x
WLUM/Milwaukee 24x
89x/Detroit 44x
KWOD/Sacramento 50x
WLIR/New York 27x
WPLY/Philadelphia 23x
KTBZ/Houston 25x
KNDD/Seattle 21x
KOME/San Jose 30x

NEW AT TOP FORTY
WSTR/Atlanta
WXLE/Albany
WJBX/Ft. Meyers
KZHT/Salt Lake City
WRVW/Nashville
WABB/Mobile
WMGB/Macon
KQKQ/Omaha

The new single and video from their platinum self-titled debut album.

Headlining clubs now:

Produced by Stephan Jenkins, Eric Valentine and Ren Klyce. Management: Eve Godtland for Eric Godtland Management Inc.
This chart reflects airplay from October 27-November 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 107 Alternative reporters. 106 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.
Breakthrough Artist:

G. LOVE & SPECIAL SAUCE

TRACK: "STEPPING STONES"
LP: YEAH, IT'S THAT EASY
PRODUCER: STIFF JOHNSON/G. LOVE
LABEL: OKEH/EPIC

unique, yet accessible identity are "Stepping" up big-time. Early supporters include hometown fans WPLY/Philadelphia (natch), WBCN and WFNX/Boston, WNNX (99X)/Atlanta, and more.

From the beginning, fans recognized the authenticity of G. Love's live shows and the attempt to modernize the most essential of musical mediums — sweet soul music. Gin mills and juke joints for years have been swinging till the after-hours for good reason — the peoples love 'dat sound!' If you think your listeners are impervious to such power, you're out of your mind. Hey, you bought into zoot suits, didn't ya?

- Influences: Elvis, Bob Dylan, Robert Johnson
- Artist POVs: Testifies Love, "There's nothing more real than one man playing blues music on the guitar with no electricity, no effects, playing a song passed down to him through other musicians. There's something that's passionate and real about that that escapes a lot of modern-day music."

—Sky Daniels

Breakthrough Artist highlights breaking artists with strong chart momentum.
"I don't know what a 'Morchekaa' is, but it sounds like L-U-V.... grove-a-licious!"

Sara Trainer, Program Director, KROX
With the vast array of new music available on a weekly basis to the R&R Panel, it’s rare that any act can maintain a dominant place on the Specialty Show Chart. Portishead is achieving that rare feat, however. Play continued at WXRX/NY, KKNW/New Orleans, KJEE/Santa Barbara, and more to hold the No. 1 slot.

Portishead benefits from an aggressive push to secure Panel allegiance and lands in the No. 2 position behind support at KFMA/Tucson, WLUM/Milwaukee, and others. The electronic standard-bearers at Moonshine elevate Keoki to third place. Good increases on new music specialty stations continue.

**SHOWS and their Top 5 songs listed alphabetically by market**

**PORTISHEAD** (Go/Beat/London/Island)

1. **KEOKI** (Moonshine Music)

2. **RADIOHEAD** (Capitol)

3. **BUCK-O-NINE** (Wax Trax/TVT)

4. **JANE’S ADDICTION** (Warner Bros.)

5. **CORNERSHOP** (Luaka Bop/VP)

6. **STATIK SOUND SYSTEM** (Iron America)

7. **PIETASTERS** (Hellcat/Epitaph)

8. **BECK** (London/Island)

9. **GUIDED BY VOICES** (Matador) Appear Includes: KCCX, KJEE, WBRU

10. **CURVE** (Universal) Appear Includes: KFMA, WFNX

11. **KMFDM** (Wax Trax/TVT) Appear Includes: WEDG, WIFM, WDNX

12. **STEREOPHONICS** (V2) Appear Includes: WROX, WBRK, WFXA

13. **MARCY PLAYGROUND** (Mammouth/Capitol) Appear Includes: WEJE, WLUM

14. **SPACE MONKEYS** (Chingon/Factory/Interscope) Appear Includes: KFRR, KNFX

15. **AQUABATS** (GoldenVoice/Time Bomb) Appear Includes: KOME, KFXR, WBRK

16. **DAVID BOWIE** (Virgin) Appear Includes: WEDG, WDNX, WFXA

17. **SELF** (Spongebath) Appear Includes: KFMA, WEJE, WFLY

18. **FINLEY QUAYE** (550 Music) Appear Includes: KJEE, KOME, WFNX

Compiled by Rich Michalowski

**TOP 20 ARTISTS**

**RANKED by total number of shows reporting artist.**

1. PORTISHEAD (Go/Beat/London/Island)

2. PORTISHEAD (Ignition)

3. KEOKI (Moonshine Music)

4. RADIOHEAD (Capitol)

5. BUCK-O-NINE (Wax Trax/TVT)

6. JANE’S ADDICTION (Warner Bros.)

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**NEW MUSIC SPECIALTY SHOWS**

**‘Portishead’ Heads The Panel Again**

It was my new top last week, got great phones. It’s definitely, one of my priorities.

*Grock, 91X*
Eighty degrees and sunny on December 25th ain’t exactly Currier & Ives weather. Sure, if you’re nestled in someplace like Montpelier, like WNCS is, then you’re just about guaranteed to be walking in a winter wonderland. Conjuring up that holiday spirit is natural in markets where Toys For Tots pick up four-wheel-drives with snow chains. But how do you generate that feeling when your listeners are poolside in bathing suits?

Like artificial Christmas trees with fake snow spray, warm-weather stations have got to use the theater of the mind to stage their Dickensian play.

Stephanie Davis, PD at WJRX/Ft Myers, really underscores her tropical situation when she says, “We have a hard time getting re-service on Christmas records. I guess labels don’t think of us first when it comes to holiday programming. I need all the help I can get in fostering a Christmas attitude, so send me those records pronto!”

It’s weird when you do a Christmas remote, and Santa is sitting there sweating profusely in the 85-degree heat. We view it as an opportunity for us to create an artificial atmosphere for the listeners. We play the music, share the spirit, and try to rally the community through charitable involvement.” For WJRX, that means a continuing commitment to helping the Chamber Of Southwest Florida in an annual fund-raising drive. Davis says, “We start our efforts earlier by playing records and reminding listeners that the holidays are coming. We point to fund-raising events like our Holiday Open House, where we raise money and toys for 47 local charities.

Davis recognizes the unnaturalness of trying to instill holiday spirit in listeners who are slathering on suntan lotion by saying, “It’s weird when you do a Christmas remote, and Santa is sitting there sweating profusely in the 85-degree heat. We view it as an opportunity for us to create an artificial atmosphere for the listeners. We play the music, share the spirit, and try to rally the community through charitable involvement.” For WJRX, that means a continuing commitment to helping the Chamber Of Southwest Florida in an annual fund-raising drive. Davis says, “We start our efforts earlier by playing records and reminding listeners that the holidays are coming. We point to fund-raising events like our Holiday Open House, where we raise money and toys for 47 local charities.

We know the aura of Las Vegas, so we make sure we remind listeners that there are needy people here, especially children.

—Chris Fox

Christmas music, World Beat—you name it. Don’t be surprised to hear Ella Fitzgerald belt out a Christmas classic in her inimitable fashion.

Cognizant of the spiritual nature of the holidays as KGSR is, Denberg says the station uses the holiday period as a centerpiece for the station. He says, “We celebrate our anniversary during the period between Thanksgiving and Christmas. We have a series of holiday benefit concerts that we stage. We also produce a broadcast CD from station performances throughout the year and sell it during the holidays as a stocking stuffer.

“We spend a great deal of time broadcasting from holiday benefit events like the Austin Christmas Bureau’s Star-A-Thon, where artists stop by and perform acoustic sets. We know and recognize our ties to the community, especially at the holidays. We demonstrate those ties, as usual, through music.”

The Season Of Giving

Music is a means of raising the holiday spirit for native Southern Californian Donna Shalie, PD of KXST/San Diego. She says, “Having been raised in San Diego, I know there isn’t a seasonal element to the holidays here. The holidays are an attitude of family and friends. We think of it as a time of giving and gathering. We do charity events like Toy drives for Children’s Hospital. Southern California’s view of the holidays differs from most of the country. We don’t notice it naturally; we need the reminders. I called Vanguard’s Meg MacDonald, and her message said, ‘Only 52 days till Christmas.’ It was the first signal that I had.”

Lack of seasonality, and perhaps spirituality, is taken to the extreme when you consider Sin City itself. Chris Fox, PD of KXPT/Las Vegas, admits, “This is the last place that conjures up Christmas. It is the last place that is reflecting the holiday spirit. We try to bring the holiday spirit to the people here, especially children. We are releasing our 2nd ‘Collector’s Edition’ benefit CD for Child Haven, an organization that cares for abused and neglected children in the Las Vegas area. This year we’ve doubled the amount of CDs we’ve produced, hoping to give even more to the charity.

“We also hold a ‘Toys Around The Clock’ marathon that is broadcast from the Hard Rock Cafe in town. For 72 hours, we invite listeners to come down and drop off toys. Everyone who brings a toy is registered for a grand prize drawing of a complete home theater system. We tell the listener, ‘If you give you get!’

Fox acknowledges the long distance, both physically and perceptually, from the North Pole to Vegas by saying, “While you may not expect to see Santa hanging here, we have been known to spot a few of his little helpers enjoying themselves.”

Do you have questions, comments, or feedback regarding this column or other issues?
Call me at (310) 788-1668 or e-mail: sky@tronline.com
<table>
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<th>ARTIST</th>
<th>TITLE</th>
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<td>622</td>
<td>617</td>
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<td>354</td>
<td>360</td>
<td>364</td>
<td>346</td>
<td>28/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JEN TRYNN</td>
<td>Getaway (February) (Squint/WB)</td>
<td>350</td>
<td>388</td>
<td>375</td>
<td>337</td>
<td>28/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FIONA APPLE</td>
<td>Criminal (Work)</td>
<td>338</td>
<td>375</td>
<td>421</td>
<td>489</td>
<td>20/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROLLING STONES</td>
<td>Saint Of Me (Virgin)</td>
<td>322</td>
<td>299</td>
<td>299</td>
<td>199</td>
<td>28/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHUMBAWAMBA</td>
<td>Tubthumping (Republic/Universal)</td>
<td>308</td>
<td>395</td>
<td>296</td>
<td>287</td>
<td>11/1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHAWN COLVIN</td>
<td>You And The Mona Lisa (Columbia)</td>
<td>305</td>
<td>311</td>
<td>306</td>
<td>313</td>
<td>24/0</td>
<td></td>
<td></td>
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<tr>
<td>JARS OF CLAY</td>
<td>Crazy Things (Elastica/Silverline)</td>
<td>300</td>
<td>327</td>
<td>323</td>
<td>293</td>
<td>29/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BARENACKED LADIES</td>
<td>Brian Wilson (Reprise)</td>
<td>297</td>
<td>329</td>
<td>297</td>
<td>218</td>
<td>22/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHERYL CROWN</td>
<td>Home (A&amp;M)</td>
<td>289</td>
<td>318</td>
<td>293</td>
<td>275</td>
<td>23/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUNSET CAY</td>
<td>16 Days (Outpost/Geffen)</td>
<td>274</td>
<td>303</td>
<td>294</td>
<td>278</td>
<td>22/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VERVE</td>
<td>Better Bitter Symphony (Hot/Virgin)</td>
<td>257</td>
<td>187</td>
<td>120</td>
<td>73</td>
<td>22/4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SISTER HAZEL</td>
<td>All For You (Universal)</td>
<td>227</td>
<td>274</td>
<td>281</td>
<td>294</td>
<td>11/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUGAR RAY</td>
<td>Fly (Lava/Atlantic)</td>
<td>227</td>
<td>290</td>
<td>302</td>
<td>297</td>
<td>10/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COLLECTIVE SOUL</td>
<td>Blame (Atlantic)</td>
<td>212</td>
<td>225</td>
<td>222</td>
<td>199</td>
<td>14/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SISTER HAZEL</td>
<td>Happy (Universal)</td>
<td>205</td>
<td>151</td>
<td>33</td>
<td>13</td>
<td>18/3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MATTHEW RYAN</td>
<td>Guilty (A&amp;M)</td>
<td>199</td>
<td>230</td>
<td>220</td>
<td>179</td>
<td>19/0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STEVE EARLE</td>
<td>Telephone Road (E Squared/WB)</td>
<td>197</td>
<td>206</td>
<td>190</td>
<td>180</td>
<td>20/1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This chart reflects airplay from October 27—November 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 40 Adult Alternative reporters. 40 current playlists. © 1997, R&R Inc.

**NEW & ACTIVE**

**BEST OF THE WEEK**

**LONGPLAYS**

**BREAKERS**

**MOST ADDED**

**MOST INCREASED PLAYS**

**A Free Service From R&R And Tunes Network**

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**R&R Can Show You How**

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Call Howard Luckman at R&R (310) 788-1627 e-mail howard@rronline.com
ADULT ALTERNATIVE ALBUMS

NOVEMBER 7, 1997

ARTIST TITLE LABEL

1. SARAH MCLACHLAN Surfacing (Arista)
2. MATCHBOX 20 Yourself Or Someone Like You (Lava/Atlantic)
3. ROLLING STONES Bridges To Babylon (Virgin)
4. WALLFLOWERS Bringing Down The Horse (Interscope)
5. BLUES TRAVELER Straight On Til Morning (A&M)
6. FREDDY JONES Band Luc (Capricorn/Mercury)
7. SUNDAYS Static & Silence (DG/Geffen)
8. PAULA COLE This Fire (Imago/WB)
9. SISTER HAZEL Somewhere More Familiar (Universal)
10. OASIS Be Here Now (Epic)

ARTIST TITLE LABEL

11. LISA LOEB Firecracker (Geffen)
12. FIDIA APPLE Tidal (Work)
13. BEHAN JOHNSON Behan Johnson (RCA)
14. SHAWN COLVIN A Few Small Repairs (Columbia)
15. SMASH MOUTH Pushin' Too Hard (Interscope)
16. JEN TRYVINN Gun Shy Trigger Happy (Squint/WB)
17. JACOB BROWN The Next Voice You Hear... (Elektra/EEG)
18. SHERYL CROW Sheryl Crow (A&M)
19. CHUMBOWA Tumbhubmer (Universal)
20. FLEETWOOD MAC The Dance (Reprise)
21. THE WET SPROOT Col (Columbia)
22. JOHN OF CLAY Much Adored (Epic/Silverstone)
23. BAREFOOT LADIES Rock Spectacle (Reprise)
24. WHISKEYtown Stranger's Almanac (Outpost/Geffen)
25. VERSE Urban Hymns (Hut/Virgin)
26. JOHN FOGERTY Blue Moon Swamp (Warner Bros.)
27. THIRD EYE BLIND Third Eye Blind (Elektra/EEG)
28. COLLECTIVE SOUL Disciplined Breakdown (Atlantic)
29. MIGHTY MIGHTY BOSTONES Let's Face It (Mercury)
30. SUGAR RAY Floored (Lava/Atlantic)

WITTS/Indianapolis, IN
KXIN/Des Moines, IA
KXTC/Duluth, MN
KXW/Spokane, WA
KWYR/Cedar Park, TX
KZMS/Minneapolis, MN
KXIC/Chariton, IA
KXIP/Kokomo, IN
KZZQ/Des Moines, IA
KFRG/Phoenix, AZ
KUSP/Santa Cruz, CA
KRLD/Dallas, TX
KMLZ/Moline, IL
KERR/Phoenix, AZ
KERR/Phoenix, AZ

REPORTERS

WIXI/Eliot, NY
WOKD/Newark, NJ
WKKR/Austin, TX
WMMR/Philadelphia, PA
WRIF/Detroit, MI
WRVR/Baltimore, MD

Most Added

ARTIST TITLE LABEL

JOHN MELLENCAMP The Best That I Could Do (Mercury)
B.B. KING Devates Wild (MCA)
GREGG ALLMAN Searching For Simplicity (Epic)
BRUCE COOKBURN You Paid Your Money, You... (Rykodisc)
VERVE Urban Hymns (Hut/Virgin)
LISA LOEB Firecracker (Geffen)
PAUL SIMON Songs From The Capeman (Warner Bros.)
WILLIAM TOOLEY Black River (Mercury)
HOLLY COLE Dark Dear Heart (Metro Blue/Capitol)
ALANA DAVIS Blaze It On Me (Elektra/EEG)
ENYA Paint The Sky With Stars... (Reprise)
SHERILL JACOBSON Sherill Jackson (Hybrid)
EDWIN MCCAIN Misguided Roses (Lava/Atlantic)
KENNY WAYNE SHEPHERD Trouble Is (Revelation)
SISTER HAZEL Somewhere More Familiar (Universal)

Most Increased Plays

ARTIST TITLE LABEL

B.B. KING Devates Wild (MCA)+154
MATCHBOX 20 Yourself Or Someone Like You (Lava/Atlantic)+67
VERVE Urban Hymns (Hut/Virgin)+79
PAUL SIMON Songs From The Capeman (Warner Bros.)-58
LISA LOEB Firecracker (Geffen)-61
JULIO MELLENCAMP The Best That... (Mercury)-38
SARAH MCLACHLAN Surfacing (Arista)-34
THIRD EYE BLIND Third Eye Blind (Elektra/EEG)-33
BEHAN JOHNSON Behan Johnson (RCA)-33
WALLFLOWERS Bringing Down The Horse (Interscope)-31

VENICE

"If I Were You"

VANGUARD

For more info contact Mag MacDonald at Vanguard (310) 451-5727 • e-mail: myrtle6@aol.com

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VENICE

"If I Were You"

VANGUARD

For more info contact Mag MacDonald at Vanguard (310) 451-5727 • e-mail: myrtle6@aol.com

Most Added and Most Increased Play 2 WEEKS IN A ROW!

November East Coast Tour includes opening for Sister Hazel and Cravin' Melon

Appearing on WXPN's World Cafe

Note: KXNN/Minneapolis, MN has changed call letters to KKNZ

40 Total Reporters
40 Current Reporters
40 Current Playlists

This chart reflects play from October 27-November 2. Albums ranked by total plays, with plays from all cuts from one album combined. 40 Adult Alternative Reporters. 40 current playlists © 1997, R&R Inc.
**NEW YORK**

**Central Market**

M.I.YP, It, Radio please send ment experience seeking. Discusses your potential with you.

**MIDWEST**

**Radio Systems**

Loaded w/the St... Active monthly. 717-293 when you have one.

**SOUTHERN**

**Rock seeks night smoker**. Submit your resume and unordered tape to: Radio & Records, 1010 Santa Monica Blvd. #388, 5th Floor, Los Angeles, CA 90067. EOE

**BROADCASTING**

**YP**

Max 95.7 Philadelphia is in search of a music director and a middy air talent. Qualified candidates must know the music tastes and lifestyles of todays adults. Music Director must be a highly motivated individual who eats, breathes, sleeps, alternative modern AC music and has at least 2 years experience. Middayer must be an experienced air talent ready to compete in a top-5 market. Max 95.7 WXRM is part of the Greater Philadelphia Radio Group. As an affirmative action employer we encourage all applicants. Rush package to Chuck Tisa, Max 95.7 8200 Ridge Ave., Philadelphia, PA 19128. NO CALLS PLEASE.

**promotion coordinator**

Future opening at Hot AC in Washington DC Shadow Market. Details "RT" us. Must be able to assist Operations Manager in planning, implementing and following through of successful on-air and out of station promotions. Appearances, on-air and production experience necessary. Stable company in fast growing community. Send your stuff to "New Year-New Gig, B101.5, 1914 Missomo Street, Fredericksburg, VA 22405. EOE

**production director**

Production Director needed to join our legendary Rock family in one of the South's most beautiful cities. Great money and benefits for a digital wizard. Slightly twisted a plus. Start January 1998. Radio & Records, 1010 Santa Monica Blvd., #389, 5th Floor, Los Angeles, CA 90067. EOE

**southeastern modern rock hiring for all on-air positions, including personal appearances and production m.a.** Minimum 2 years experience required. Radio & Records, 1010 Santa Monica Blvd., #384, 5th Floor, Los Angeles, CA 90067. EOE

Roofer Country 107 in Jacksonville seeks imaginative, streetwise morning co-host! Must be strong on phones, public appearances and be a team player. Send T&R to: Buz Jackson, WRKO 880/Baynetowns Road, Jacksonville, FL 32256. EOE

Heritage mainstream CHR seeks nighttime star!! Can you get 80's bank of phone lines into a nuclear wasteland! Know how to reflect the marketplace, relate to 12-24's without blowing off 1B-34's, and entertain between hits! Wanna be the guy or girl that people are talking about the next day? This is a super opportunity (top 100 market) to work for one of America's most respected music stations!! Rush your tape, resume and photo to: Radio & Records, 1010 Santa Monica Blvd., #387, 5th Floor, Los Angeles, CA 90067. EOE

**NATIONAL**

Recognize the Difference

NATIONAL, the acknowledged leader in radio personnel placement since 1981, is not a registration service, where you send a registration fee and tape, and that seems to be that. NATIONAL is a placement service. Once NATIONAL receives your registration package, our job begins. NATIONAL evaluates, critiques, discusses your potential with you, and then makes a determined effort to find the exact situation you are seeking. We make the complete registration information call.

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**EARN EXTRAs$$ ProgrammIng MUsiC FROM HOME**

Are you an expert music programmer? Are you a Selectar pro? Do you have experience in scheduling pop-qualities music logs? If so, we want to pay you for your skills. We have outstanding employment opportunities available for talented music programmers who are interested in scheduling great music logs from their homes using Selectar. Relocation not necessary... you can even keep your present job. Earn an additional $500 to $1000 monthly. If this interests you, please send resume and references to: Radio & Records, 1010 Santa Monica Blvd. #331, 5th Floor, Los Angeles, CA 90067. EOE

**news, sports, talk, and dj talent needed now!**

Shelby Enterprises offers employment services and job listings. Serves 717-465-6064, 24hrs/day. E.O.E. - Shelby Enterprises

Do our services work? Tim got a call about a job 45 minutes after registering for our services. Rey got a job offer after one week, so did Mark, so did Jeff... are you next?

**stations, call 717-877-6002 for your talent needs.**

**the best jobs in the business!!!**

We're looking for a creative, aggressive, enthusiastic radio/airname/producer who knows how to communicate... understands how to tell a story and use sound... is equally comfortable on the air or in the studio and lives and breathes news! Television experience helpful. New York-based but your travel bag should always be packed.

We're also looking for a radio reporter who's passion for entertainment news and pop culture is exceeded only by their energy, savvy and smarts! A good people skills helps! Television experience useful. Los Angeles based.

Tap and resume to: ABC NEWS RADIO Box 128 125 West End Avenue New York, NY 10023

**abc**

**dame media**

Whether you're currently a T&A looking for a better situation or considering making the leap to the industry's most creative format, let's talk! WHIP, one of America's most successful talkstations in a vibrant area, needs a top morning drive talent! If you can entertain 35-54-year-olds, we'll give you the tools to dominate morning radio in Central PA! Also, we're accepting T&As from talk talent for other dayparts at WHIP and our 50,000 watt Clear Channel WGY Albany, NY. Send materials to: Tom Benson, Group Program Director, Dame Media, Inc., P.O. Box 60547 Harrisburg, PA. NO CALLS. EOE M/F

**south**

**palm trees - snow = production in paradise**

Clear Channel Communications' WOLZ Oldies 95 and WXRM Wam 100 are seeking a Production and Imaging Director in SW Florida.

- Do you understand imaging oldies versus soft AC?
- Do salespeople, clients, and listeners enjoy your creativity, attention to detail? Do you have an Urban DSF 2000, Digilink, and understand processing skills result in an ability to write, voice, and produce copy that moves product off the shelf?
- What skills do you have that we can leverage from one of the above? If you are NUMBER ONE, DO YOU DEMONSTRATE ALL OF THE ABOVE ON ONE CASSETTE?

Minimum one year experience as a full-time production director, skills in above areas including station imaging experience, and the ability to work in a team atmosphere. Send one production and imaging cassette,three copy samples and a resume to: Jim Radford, CCD of SW Florida, 7200 College Pkwy, #200, Ft. Myers, FL 33907. NO CALLS PLEASE. EOE

**east**

It's better to look for a job when you have one. If you're looking, let us submit your T&R to stations and consultants — where changes are taking place. We need Alt, CHR, City and NEWG talent for current and future openings. Call the new trader in talent placement now for free information. THANKS STATIONS!

(407) 679 8090

**market 46 active rock seeks night smoker. T&R WHAT. Carl Cirst, 1731 F Street, South Bemth, NJ 07719. EOE (11/07)**

Central New England seeks AM afraid T&R HAS. Brent T&R WHIG 3 Central ST, Winchester, MA 01890. EOE (11/07)

**www.ronline.com**

Great opportunity for creative, hard-working Active Rock morning host in resort area. Previous talent moved on to a top-20 market. Your show is topical, creative and compelling and you can dominate a market, we want to hear what you've got. Radio & Records, 1010 Santa Monica Blvd. #383, 5th Floor, Los Angeles, CA 90067. EOE

**www.ronline.com**

**south**

Morning show announcer - Baltimore and Richmond and Southwest Virginia. Call Country (804) 525-0288. T&R WRBC FM, Box 190 Blackstone, VA 23824 EOE (11/07)

Experienced sales - expanding into Richmond, VA. Branches. Seeking experienced Country- as well as Pop - oriented. T&R WRBC-FM, Box 190 Blackstone, VA 23824. (804) 525-0259 EOE (11/07)

Program and air staff sought. 14th Street Channel Communications. Director of Programming. Send resume now Int., E:lg. A, Nashville, TN 39203 EOE (11/07)

**palm trees - snow = production in paradise**

Clear Channel Communications' WOLZ Oldies 95 and WXRM Wam 100 are seeking a Production and Imaging Director in SW Florida.

- Do you understand imaging oldies versus soft AC?
- Do salespeople, clients, and listeners enjoy your creativity, attention to detail? Do you have an Urban DSF 2000, Digilink, and understand processing skills result in an ability to write, voice, and produce copy that moves product off the shelf?
- What skills do you have that we can leverage from one of the above? If you are NUMBER ONE, DO YOU DEMONSTRATE ALL OF THE ABOVE ON ONE CASSETTE?

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American General Media is searching for an Operations Manager/Programmer for our two Country stations in San Luis Obispo. You'll be given the tools to win. Optimize our heritage and younger country stations. If you have great people skills, know how to build teams, can cooperate with sales to grow ratings and revenues at the same time, think strategically, and execute street level tactics...then send your programming philosophy, ratings history, resume and aircheck/composite to: Kathy Signorelli and Bob Fox at: PO Box 987, San Luis Obispo, CA 93406

Jacor Communications Hot AC WMMX, "Mix 107.7" Dayton needs an accomplished afternoon star. Must be an outstanding entertainer who can relate to adults. We're looking for someone who can and will keep the music moving, continue our full-service tradition, and make us laugh. If you think that's not too much to ask, send T&R, references, and photo along with production samples to: Dean Taylor, WMMX-FM, 101 Pine Street, Dayton, OH 45402. EOE Women and Minorities encouraged. No Calls Please.

Midwest Country PD Opportunity
Looking for assertive, creative, attention to detail on-air PD to take a dual market station to the top. T&R to Patrick Broadcasting Consulting 312 Lincoln Blvd, Latrobe, PA 15650, Tel (412) 368-3131. EOE

American Midwest

Parttime overnight at 100,500 watt hot AC. T&R: KOUC. Jeff Adams, Box 445, Wenner, MN 56792. EOE (11/07)

Country afternoon performer sought yesterday in Wisconsin 2nd largest market. T&R: WRRX/WXPAO, Oranie Batt, Box 3560, Owatonna, MN 55060. EOE (11/07)

Promotions director sought. Strong management and organization. Rush Resumes: The Radio Group, Joe Patterson, 514 Jefferson. Watertown, IA 52172 EOE (11/07)

Parttime on air positions in suburban Chicago. T&R: WCKS. Tom Stevens, 2001 N. 1st Street, Danville, IL 61514. EOE (11/07)

Afternoon entertainment. Excelsior labels wins T&R: WYTW, Bob Wilcox. Stevens Point, WI 54481. EOE (11/07)

WGRR-FM News Director Morning Co-Host. Resume: WGGO, Julie Schaller, 38 West Fulton, Ste. 202, Grand Rapids, MI 49503 EOE (11/07)

Leading Christian AC seeks morning co-host. Women encouraged. CALL: KCBY-FM, KTU. Wichita (316) 694-3698 or via e-mail: west_wind@wcti.net EOE (11/07)

Get the added exposure you need with Medicasting, the premier audiostream classified in the internet. Call today at: (925) 926-9620. Your aircheck can be online today! www.medicasting.com

Jefferson-Pike Communications, California (KSON, KBEST '93, JAZZ FM '98) is seeking an Assistant Operations Manager for our San Diego properties. This is a newly created position. If you have STRONG music scheduling and editing skills, are detail-oriented, can coach talent, and think both strategically and creatively, this may be the position for you. Minimum 2-3 years as PD or MD in a mid-to-large market. Experience in Country, Gold, and/or NAC a plus! Rush materials to: Mike Shepard, c/o Human Resources, 1615 Murray Canyon Rd, Suite 710, San Diego CA, 92108. No phone calls. EOE

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"The Secrets of Radio" will answer all the questions and give you the inside track to the Big Jobs and the Big Bucks...Professional Trade Secrets to help you survive and succeed now! Inside Info Is Power and This Is Powerful Stuff! SO MUSCLE UP YOUR FUTURE IN RADIO!

Visit our WEB SITE...www.carlsbadnm.com/radio/ and send $139.95 (check or M.O.) for 350 pages or...

TO: J.P. Emerson 311 N. Main Carlsbad, NM 88220
Positions Sought

MD/APD/Promotions/AT - seeking position in West or Pacific N.W. I know Rock radio! Fifteen years experience. JENIFER WILDE. (561) 779-4234 (11/07)

HELP! Get me out of Las Vegas. Pro seeking small market PD and or AT position, 14 years experience. Call DAVID BAXTER (800) 673-5459, now! (11/07)

Let me fill your midday or nighttime vacancy. Eight years on-air experience. Ready to relocate! DREW: (363) 633-5323 (11/07)

HELP! Help me help you! Hot AT, great voice work. Ready and able. RAY DEAN: (516) 483-2717 (11/07)

No foolish games: Here: Experienced and verifiable at killer attitude seeks CH/AC or Country. SCOTT: (706) 581-0046 or AJET95C@prodigy.com (11/07)

Gutty talk show host tells the truth, prissing off warhorses, extremists and drawer-dropping presidents! ROCKY D: (813) 845-0097 or rockyds@gte.net (11/07)

Producers engineer, over seven years in Los Angeles radio. I also have network radio experience. OSCAR GUTIERREZ: (213) 225-9814 or OGutierrez74@AOL.COM (11/07)

News as good as any, better than many TED: (702) 664-2128 or shazam@sisena.com (11/07)

Phone rings. It's brother M. Lay low. We'll take over Invergent sports show. Statistics: free BILL ALBERT & BRENT ALBERT: (954) 962-9829 (11/07)

Local news will sell if done well. Is your station missing out? Call an aggressive, experienced pro. STEVE SMITH: (219) 486-0910 (11/07)

New England's young gun, called too outgoing for Alternative, and the kids just love me. THE G-MAN: (617) 641-1471 or e-mail Kyung."S.Ra@File.com (11/07)

Fast hot talent on the loose. Grab me while ya can! KIM KELLY: (312) 885-0910 (11/07)

A great morning sidekick, afternoons or even- ings; Fun! Eleven years experience. Solid produc- tion skills. Remotes. A solid company. BLAIN: (903) 581-4196 (11/07)

Sportscaster/PBP man available. MIKE: (800) 785-0918-18 (11/07)

A witty and humorous "love doctor" who under- stands women, will have the #1 talk show in America. DOCTOR LOVE: (780) 757-5549 (11/07)

Creative AT, has never worked for KWL.. but Ron Chapman recognizes my voice when I call JOE KING: (817) 861-4284 (11/07)

The Love Psychic...Arielle available as morning drive guest or evening talk. Amazing, accurate predictions. ARIELLE: (301) 570-5677 (11/07)

Ten year vet currently parttime in New England, seeking PD or on-air at AOR or Active Rock. SCOTT: (603) 644-4738 (11/07)

Seeking reliable parttime or interim talent? Weekends and fill-ins. NY, NJ, PA, CT. Fif- teen years experience. PHIL: (914) 783-3229 (11/07)

Major market talent! Fifteen years Boston AM drive. Miami five years AM drive. Great voice. Franchise player. RICK GUNTION: (305) 538-0395 (11/07)

Bob & Josh, highest rated, highest billing mom- ing show in KJ-103 history. Too funny for Clear Channel, got whacked: (405) 722-0357 (11/07)

Large market PM driver seeks FS/MOR. Host/ music/news/interviews/prod. Team player. RICHARD: (314) 394-5190 (11/07)

No kokojombo- Air talent, appearances, team player, production. All formats. East, South, West. J.D.: (718) 257-3158 (11/07)

Steve Hammonds "The Gatekeeper" is available now! Seventeen year pro's latest gig was PM drive in Columbus. STEVE: (614) 457-6823 (11/07)

Attention Active Rock PD's Three year year WAAF. Boston. Overworked and underpaid music coo- director seeks MD/MM/programming gig. GREG: (508) 845-2484 (11/07)

Program Director News-Talk or FS/AAC, major market and network experience. Great produc- tion, intelligent, computer literate, a leader. JACK: (818) 785-0026 (11/07)

Seeking Rock, AC, Country or Oldies for- mat. Adult communicator with great pipes and fifteen years experience. JACK: (314) 434-8897 (11/07)

Senior veteran small market midwes/ PD/AT seeks to move up. DAVE: (785) 826-6972 (11/07)

www.nonline.com

R&R Opportunities Free Advertising

Radio & Records provides free (20 words maximum) listings to radio stations ON A SPECIFIC AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PDT), eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2 X 11" company/letterhead and are accepted only by mail or fax (310-203-9273). Only free positions sought ads are accepted by e-mail—ajohnson@radiorecords.com.

Ad sizes of 20-word ads to R&R Free Opportunities, 11010 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90025.

Positcion Sought: $50/inch Individuals seeking employment may run ads in the Positions Sought section at the special rate of $50/inch.

R&R Opportunities Advertising

1x $120/inch 2x $100/inch

Rates are per week (minimum 35 words per in- cident heading). Includes generic border. If logo, cre- ation border or larger heading are required, add 10 inch (600 for x, 50 for $). In addition, all ads appear on R&R's web site: (www.nonline.com).

Blind Box: add $50

The R&R R&R and your box number sales 12 word or to ad.

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CALIFORNIA AIRCHECK

Positions Sought

POSITIONS SOUGHT

POSITIONS SOUGHT

POSITIONS SOUGHT

POSITIONS SOUGHT

POSITIONS SOUGHT

POSITIONS SOUGHT

POSITIONS SOUGHT

POSITIONS SOUGHT

POSITIONS SOUGHT
VOICEOVER SERVICES

**Mikey Carta**
Super Sweeps
Voice Imaging Sound Design
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Best Rates
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A TRULY DIFFERENT SOUND!
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KBCY, Abilene, TX & WNKK, Quincy, IL
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30 Years A Los Angeles Radio Legend
Image Liners – IDs
Promos – Commercials
Demo Line (818) 344-9125

**Ortega Productions**
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MIKE ORTEGA & MELODY MEADOWS
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WZZF/Columbus, Q102/Dallas,
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ISON/DCI AVAILABLE

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- 6 insertions $85.00
- 13 insertions $80.00
- 26 insertions $70.00
- 51 insertions $65.00

Marketplace
RADIO & RECORDS, 10100 Santa Monica Blvd,
Fifth Floor, Los Angeles, CA 90067
310-553-4330 Fax: 310-203-8727
**National Airplay Overview November 7, 1997**

**Breakers in Blue**

**CHR/POP**

<table>
<thead>
<tr>
<th>#</th>
<th>Song</th>
<th>Artist/Label</th>
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<tbody>
<tr>
<td>1</td>
<td>SUGAR RAY (Fly)</td>
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<td>2</td>
<td>CHUMBAWAMBAA (Toothbrushing)</td>
<td>(Republic/Universal)</td>
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<td>MATCHBOX20 (Push)</td>
<td>(Lava/Atlantic)</td>
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<td>JEWEL (Foolish Games)</td>
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<td>LEANIN' RIMES (How Do I Live)</td>
<td>(Curb)</td>
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<td>6</td>
<td>ROBYN (Show Me Love)</td>
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<td>PAULA COLE (I Don't Want To Wait)</td>
<td>(Imago/WB)</td>
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<td>8</td>
<td>SMASH MOUTH (Woke On The Sun)</td>
<td>(Interscope)</td>
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<td>BOYZ II MEN (4 Seasons OfLoneliness)</td>
<td>(Motown)</td>
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<td>TONIC (If You Could Only See)</td>
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**CHR/RHYTHMIC**

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<tbody>
<tr>
<td>1</td>
<td>Usher (You Make Me Wanna)...</td>
<td>(LaFace/Arista)</td>
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<td>SOMETHIN' FOR THE PEOPLE...</td>
<td>Live Is The Shahri (Warner Bros.)</td>
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<td>ALLURE (14 Cried Out)</td>
<td>(Crave)</td>
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<td>4</td>
<td>BOYZ II MEN (4 Seasons Of Loneliness)</td>
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<td>MARIAN COTTON (Candy)</td>
<td>(Columbia)</td>
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<td>6</td>
<td>NU FLAV (Haven)</td>
<td>(RapGenius)</td>
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<td>7</td>
<td>ALLIYAH (One Day I Saved My Heart To)</td>
<td>(BlackGround/Atlantic)</td>
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<td>8</td>
<td>MARIAN COTTON (Candy)</td>
<td>(Columbia)</td>
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<td>9</td>
<td>TOTAL (What No One Knows)</td>
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<td>10</td>
<td>BUSTA RHYMES (Put Your Hands Where My...)</td>
<td>(Elektra/EGG)</td>
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<td>MARY J. BLIGE (Everything)</td>
<td>(MCA)</td>
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<td>LL COOL J (Phenomenon)</td>
<td>(Arista)</td>
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<td>SUGAR RAY (Fly)</td>
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<td>NOTORIOUS B.I.G. (Mo Money My Money Problems [Bad Boy/Atlantic])</td>
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<td>MISSY “MISSMEDEMANOR” (Elliott) Sock It 2 Me! (EastWest/EGG)</td>
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<td>MASE (Feel So Good [Bad Boy/Atlantic])</td>
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**URBAN**

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<td>LL COOL J (Phenomenon)</td>
<td>(Arista)</td>
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<td>MILESTINE (Can't Stop You [Arista])</td>
<td>(Arista)</td>
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<td>K.D. &amp; JUJO (Last Night's Letter)</td>
<td>(MCA)</td>
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<td>6</td>
<td>DRU HILL (We're Not Making Love No More)</td>
<td>(LaFace/Atlantic)</td>
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<td>7</td>
<td>MARJIE (She Moves)</td>
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<td>8</td>
<td>ERYKAH BADU ( trovrafty)</td>
<td>(Kedar/Universal)</td>
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<td>9</td>
<td>SWV (Unconditional Love)</td>
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<td>H-TOWN (They Lie It Slow)</td>
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<td>SALT-N-PEPA (Ready)</td>
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<td>(Columbia)</td>
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<tr>
<td>18</td>
<td>TONY TONE TONE Boys + Girls (Mercury)</td>
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For complete list of Urban Breakers see page 53.
A page from a magazine listing music tracks, with sections for urban, country, rock, alternative, and smooth jazz. The tracks are listed with artist names and song titles, and there are columns for each category.
Sometimes we have to settle for what we need...

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